

SKILLS FRAMEWORK FOR FINANCIAL SERVICES				
SKILLS MAP - CUSTOMER EXPERIENCE MANAGER/USER EXPERIENCE MANAGER				
<b>Sector</b>	Financial Services			
<b>Track</b>	Digital and Data Analytics			
<b>Occupation</b>	Customer Experience Executive			
<b>Job Role</b>	Customer Experience Manager/User Experience Manager			
<b>Job Role Description</b>	The Customer Experience Manager/User Experience Manager is responsible for managing projects that are targeted at understanding customer and user needs. He/She comes up with strategies and processes to fulfil the customers' and users' needs in order for the organisation to deliver a consistent and intended customer experience. He also works and communicates regularly with customer-facing and user-facing teams to build a customer-centric culture.			
	The Customer Experience Manager/User Experience Manager is process-oriented and able to manage a team effectively. He thinks creatively and innovatively, and possesses strong communication skills as he is required to collaborate closely with internal stakeholders on implementing changes in customer experience delivery.			
<b>Critical Work Functions and Key Tasks / Performance Expectations</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>		
	Develop customer and/or user experience strategies	Manage customer and user engagements in order to ensure sufficient feedback on customer or user experiences		
		Review reports on customer and/or user feedback and develop insights from customer and/or user surveys		
		Develop implementation plans for experience strategies to enhance customer and/or user experiences		
	Build customer and/or user journey design initiatives	Review customer and/or user journey design initiatives to enhance customer and/or user experiences based on strategies developed		
		Communicate customer and/or user journey design initiatives to customer-facing and user-facing sales teams		
		Compile feedback on feasibility of customer and/or user journey design initiatives from customer-facing and user-facing sales teams		
	Implement customer and/or user journey design initiatives	Design implementation plans for customer and/or user journey design initiatives		
		Implementation of customer and/or user journey design initiatives by working with business line managers		
		Conduct Proof of Concept (PoC) testing for customer and/or user journey design with User Interface and User Experience (UI/UX) design team		
		Compile feedback from customers and users on new journey design initiatives and make recommendations to address feedback		
	Promote a customer-centric culture	Review and recommend methods for building a customer-centric culture within the organisation		
		Revise organisation guide for customer-centric best practices and processes		
		Liaise with heads of customer-facing teams to encourage adoption of customer-centric culture		
	<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Generic Skills and Competencies (Top 5)</b>
Continuous Improvement Management		Level 5	Communication	Advanced
Customer Behaviour Analysis		Level 4	Interpersonal Skills	Advanced
Customer Experience Management		Level 4	Developing People	Intermediate
Data Collection and Analysis		Level 4	Service Orientation	Advanced
Ethical Culture		Level 4	Leadership	Intermediate
People Performance Management		Level 4		
Policy Implementation and Revision		Level 4		
Product Design and Development		Level 5		
Stakeholder Management		Level 4		
User Experience Design		Level 4		
<b>Programme Listing</b>	For a list of Training Programmes available for the Financial Services sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/financial-services">www.skillsfuture.sg/skills-framework/financial-services</a>			

The information contained in this document serves as a guide.