

**SKILLS FRAMEWORK FOR MEDIA  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Product Management					
<b>TSC Title</b>	Customer Experience Management					
<b>TSC Description</b>	Develop and implement a cohesive end-to-end customer journey and experience to engage a population of customers with changing profiles, demands and buying patterns					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
		<b>MED-SNM-3033-1.1</b>	<b>MED-SNM-4033-1.1</b>	<b>MED-SNM-5033-1.1</b>	<b>&lt;Insert TSC Code&gt;</b>	
		Recognise customer profiles and preferences and execute the customer engagement strategy, creating a positive customer experience through day-to-day interactions	Analyse implications of customer profiles, requirements and buying patterns on organisation's marketing strategy and propose customer engagement initiatives	Direct the operating rhythm for customer management processes and establish key touchpoints and interactive experiences that engage customers	Establish a cohesive customer journey in line with evolving customer demands and integrate the customer experience with the organisation's strategy and brand	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Sources of customer data</li> <li>Types and segments of customers</li> <li>Key facts and profile of target customers</li> <li>Customer research techniques</li> <li>Importance of understanding customers preferences and needs platforms and techniques to communicate and interact with customers</li> <li>Process of tracking customer engagement and satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>Types of applied behaviour analysis</li> <li>Types and usage of customer segment analysis tools</li> <li>Variables that influence customer buying patterns</li> <li>Components of desired customer experience</li> <li>Principles of effective customer communication</li> <li>Indicators and methods of tracking customer engagement and satisfaction</li> <li>Types of customer experience models</li> <li>Dashboard designing and reporting</li> </ul>	<ul style="list-style-type: none"> <li>Applications of customer behaviour analysis</li> <li>Components of a customer journey</li> <li>Components of desired customer experience</li> <li>Stages in customer lifecycle</li> <li>Critical customer touchpoints</li> <li>Industry best practices in customer relationship management</li> <li>Strategies and tactics to engage customers</li> <li>Role and importance of customer management experience software</li> <li>Role and importance of artificial intelligence in customer experience</li> <li>Methods to build the customer journey map</li> <li>Best practices in customer experience management</li> </ul>	<ul style="list-style-type: none"> <li>Evolution of customer demands and needs</li> <li>Customer engagement strategy formulation</li> <li>Emerging trends and technology in customer relationship management</li> <li>Customer identity management theory and techniques</li> <li>End-to-end customer journey and lifecycle management</li> <li>Key performance indicators and benchmarking criteria to evaluate customer engagement and satisfaction</li> <li>Impact of customer experience on sales</li> <li>Process and considerations of translating the desired customer experience into a service operations plan</li> </ul>	

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					<ul style="list-style-type: none"> <li>• Future strategies of the organisation</li> <li>• Stakeholder management and methods to attain buy-in from stakeholders</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Conduct research on customer profiles and preferences</li> <li>• Recognise the diverse range of customers and their needs, preferences and expectations</li> <li>• Track customers' changing demands and needs</li> <li>• Execute the customer engagement strategy based on immediate targets and guidelines set</li> <li>• Communicate daily with customers on an appropriate level</li> <li>• Create a positive customer experience by offering customised service</li> <li>• Apply set indicators to measure and track level of customer engagement and interaction</li> </ul>	<ul style="list-style-type: none"> <li>• Analyse customer data and research to ascertain implications on organisation's products and marketing strategy</li> <li>• Determine emotional triggers that affect the customer experience journey</li> <li>• Apply customer segment analysis tools to understand make-up, requirements and buying patterns of different segments</li> <li>• Propose customer engagement initiatives for specific products based on insights</li> <li>• Align specific customer engagement activities with overall customer journey</li> <li>• Oversee customer communications</li> <li>• Determine indicators to capture and measure customer engagement</li> <li>• Design dashboards to measure, track and report results of customer experience management</li> <li>• Calculate the financial impact of poor customer experience for the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Oversee customer behaviour analysis</li> <li>• Integrate key findings from customer research and analysis into customer engagement strategy</li> <li>• Support the development of an overarching customer experience</li> <li>• Design interactive experiences and processes that engage the customers, in ensuring alignment with overarching customer journey</li> <li>• Establish key touchpoints with customers throughout the customer journey</li> <li>• Integrate social media with customer experience management to design the customer digital experience journey</li> <li>• Direct operating rhythm and standard protocol or guidelines for customer management and engagement processes</li> <li>• Oversee end-to-end customer lifecycle management</li> </ul>	<ul style="list-style-type: none"> <li>• Anticipate future changes in customer demands and needs and their potential impact on marketing strategy</li> <li>• Establish a cohesive, overarching customer journey and experience</li> <li>• Integrate the designed customer experience with the organisation brand and other sales and marketing departments</li> <li>• Integrate the customer experience with the business and digital strategy</li> <li>• Translate the desired customer experience into a service operations plan</li> <li>• Formulate strategies to monitor progress in achieving customer engagement and satisfaction</li> <li>• Evaluate effectiveness of customer experience strategy</li> <li>• Lead refinements or significant changes in direction to the overall customer experience and engagement strategy</li> </ul>	

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				<ul style="list-style-type: none"> <li>• Evaluate effectiveness of customer engagement initiatives</li> <li>• Recommend possible enhancements to customer engagement strategy and tactics</li> <li>• Develop overall service manifesto to define what the organisation's brand stands for</li> </ul>	<ul style="list-style-type: none"> <li>• Establish strategy to manage the customer lifecycle from end-to-end</li> <li>• Strengthen the overall brand positioning and loyalty of customer through differentiated customer experiences</li> <li>• Design new customer experience management strategies and initiatives in line with the future strategies of the organisation</li> <li>• Propose strategies to ensure buy-in to the customer experience management framework from all levels of the organisation</li> </ul>	
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