

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

<b>TSC Category</b>	Retail System Automation and Optimisation					
<b>TSC</b>	Delivery Optimisation					
<b>TSC Description</b>	Employ algorithmic and/or systematic route planning and improve logistics efficiencies using sophisticated logistics technology applications to ensure speedy parcel delivery					
<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>RET-RAO-2001-1.1</b>	<b>RET-RAO-3001-1.1</b>	<b>RET-RAO-4001-1.1</b>	<b>RET-RAO-5001-1.1</b>	
		Carry out tasks to support the adoption of flexible delivery optimisation models	Execute plans to adopt the flexible delivery optimisation models	Develop innovative and differentiated customer experiences around delivery optimisation models	Formulate strategies to guide development and deployment of innovative delivery optimisation solutions to ensure on-time and speedy parcel deliveries	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Implementation plans for adoption of delivery optimisation solutions</li> <li>Techniques and channels to create awareness amongst customers on the organisation's adoption of delivery optimisation solutions</li> <li>Customer experience and brand guidelines to be consistently applied various segments of the order fulfilment value chain</li> <li>Criteria used for evaluating potential technology or logistics partners</li> <li>Metrics used for assessing the performance of delivery optimisation solutions</li> </ul>	<ul style="list-style-type: none"> <li>Implementation plans for adoption of delivery optimisation solutions</li> <li>Techniques and channels to create awareness amongst customers on the organisation's adoption of delivery optimisation solutions</li> <li>Customer experience and brand guidelines to be consistently applied various segments of the order fulfilment value chain</li> <li>Criteria used for evaluating potential technology or logistics partners</li> <li>Metrics used for assessing the performance of delivery optimisation solutions</li> </ul>	<ul style="list-style-type: none"> <li>Organisation's customer experience and order fulfilment strategies</li> <li>Potential applications of delivery optimisation solutions</li> <li>Advantages and risks associated with delivery optimisation solutions</li> <li>Current and emerging trends in terms of delivery optimisation solutions</li> <li>Use of delivery optimisation solutions by the competition</li> <li>Customer expectations in terms of delivery optimisation</li> <li>Principles for evaluating investment in delivery optimisation</li> <li>Delivery optimisation offerings in the market</li> <li>Strengths and weaknesses of various delivery optimisation offerings in the market</li> <li>Criteria for assessing performance of delivery optimisation offerings</li> </ul>	<ul style="list-style-type: none"> <li>Organisation's customer experience and order fulfilment strategies</li> <li>Potential applications of delivery optimisation solutions</li> <li>Advantages and risks associated with delivery optimisation solutions</li> <li>Current and emerging trends in terms of delivery optimisation solutions</li> <li>Use of delivery optimisation solutions by the competition</li> <li>Customer expectations in terms of delivery optimisation</li> <li>Principles for evaluating investment in delivery optimisation</li> <li>Criteria for selection of technology and logistics partner for deployment of delivery optimisation solutions</li> <li>Principles for evaluating effectiveness of delivery optimisation solutions</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Identify technology or logistics partners who are able to create brand values aligned customer experience around the</li> </ul>	<ul style="list-style-type: none"> <li>Implement awareness campaigns around new service offerings with flexible or innovative delivery options to</li> </ul>	<ul style="list-style-type: none"> <li>Translate organisation's strategies on customer experience and order fulfilment into guidelines on desired customer</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate and endorse investments in delivery optimisation models development in retail business organisation</li> </ul>	

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		<p>adoption of delivery optimisation systems</p> <ul style="list-style-type: none"> <li>Gather information to assist in the analysis of performance and inventory movement enabled by improved delivery optimisation models</li> </ul>	<p>maximise customer acquisition, retention and conversion</p> <ul style="list-style-type: none"> <li>Evaluate and communicate with technology or logistics partners to create brand values aligned customer experience around the adoption of delivery optimisation systems</li> <li>Conduct analysis on the performance and inventory movement enabled by improved delivery optimisation models</li> </ul>	<p>experience</p> <ul style="list-style-type: none"> <li>Design and drive awareness campaigns around new service offerings with flexible or innovative delivery options to maximise customer acquisition, retention and conversion</li> <li>Liaise with technology or logistics partners to create brand values aligned customer experience around the adoption of delivery optimisation systems</li> <li>Monitor and track performance of implemented delivery optimisation models</li> <li>Craft plans to adopt the flexible delivery optimisation models which entail retail stores involvement in order to meet the fulfilment processes</li> </ul>	<ul style="list-style-type: none"> <li>Enlist support of the technology and logistics partners for the deployment of delivery optimisation in an organisation</li> <li>Endorse initiatives to drive marketing campaigns around new service offerings with flexible delivery options</li> </ul>	
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