





Customer experience manager/User experience manager

Proficiency level

-  New Gen AI skills
-  Transferrable skills at the same proficiency level
-  New skills
-  Transferrable skills at a higher proficiency level¹

Skills Framework track	Digital and data analytics	Job function	Sales and marketing	Job family	Customer experience
Sub-sectors	Retail banking, corporate banking, investment banking, private banking and wealth management, asset management, insurance	Expected augmentation by Gen AI	Do more: Gen AI can streamline communication of journey design initiatives to sales teams and enhance the compilation and analysis of feedback for feasibility studies. It can also optimize the review of customer feedback reports through synthesis, and provide data-driven recommendations of customer servicing best practices based on customer feedback		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Promote a customer-centric culture	Revise organization's guide to include customer-centric best practices and processes
Build customer and/or user journey design initiatives	Communicate customer and/or user journey design initiatives to customer-facing and user-facing sales teams Compile feedback on the feasibility of customer and/or user journey design initiatives from customer-facing and user-facing sales teams
Develop customer and/or user experience strategies	Review reports on customer and/or user feedback and develop insights from customer and/or user surveys
Implement customer and/or user journey design initiatives	Compile feedback from customers and users on new journey design initiatives and make recommendations to address feedback

New Gen AI skills

Prompt design	3
Gen AI principles and applications	3
Ethical and responsible Gen AI adoption	2

Potential next-seniority level (Head of customer experience / Head of user experience) skills to acquire¹

Continuous improvement management	6	Customer experience management	5	Policy implementation and revision	5
Ethical culture	5	Data collection and analysis	5	Product design and development	6
Stakeholder management	5	People performance management	5	User experience design	5
Customer behavior analysis	5				

1. Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.

Source: SkillsFuture Skills Framework