





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

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|-------------------------------|---|--|--|-------------------|---------------------|
| 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

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|---|---|
| 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

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|-----------------------------------|---|--------------------------------|---|------------------------------------|---|
| 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