

Head of customer experience/Head of user experience

Proficiency level

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

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 analyze a vast repository of customer data and sentiment to generate insights and recommend customer-centric best practices and journey design initiatives. Productivity gains can be used to work with other stakeholders within the financial institution, such as UI/UX designers to ensure seamless implementation and enhance user satisfaction		

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Promote a customer-centric culture	Draft the organizational guide for customer-centric best practices and processes, and communicate across networks
Build customer and/or user journey design initiatives	Evaluate customer and/or user journey design initiatives for implementation Communicate key insights and recommendations on customer and/or user experiences strategies to senior management
Develop customer and/or user experience strategies	Evaluate recommended experience strategies for enhanced customer and/or user experiences
Implement customer and/or user journey design initiatives	Review the implementation plans for the customer and/or user journey design initiatives Deliver insights, feedback, and recommendations on new initiatives to senior management

New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	5
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	5
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

Source: SkillsFuture Skills Framework