

Senior Customer Service Officer / Customer Service Specialist

Technology solutions impacting this job...



Smart Lockers

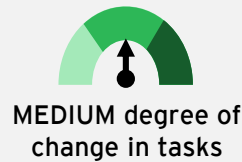


Round-the-clock customer service via Virtual Assistants



Optimised Documentation

Impact assessment...



A small proportion of the job tasks will be substituted by technology solutions, with human intervention required only for high value-adding tasks instead of routine, repetitive tasks

Within **3 to 5 years**, the role will potentially...

REQUIRE REDESIGN

Today, this job role is responsible for analysing and planning overall customer service excellence, developing process and service quality reviews and implementing customer service process review initiatives. This includes measuring results and change management.

Job tasks today	Impact at task-level / Future view of job tasks	
Identify lapses in delivery of logistics services to customers	H	<ul style="list-style-type: none"> Smart contracts will help to monitor that customer requirements and contractual obligations are met. Improved data from WMS, TMS, IoT sensors etc. on performance metrics will help identify process gaps and opportunities for service quality improvement. The focus will shift to utilising predictive insights to preempt delivery lapses and enhance service quality.
Conduct targeted conversations with customers to identify customer needs	M	<ul style="list-style-type: none"> Customer behaviour analysis, sentiment analysis and other advanced analytics techniques will be used to develop personalised customer treatment strategies. Data storytelling and visualisation techniques will enable the job holder to derive trends and patterns to drive specific outcomes with customers.
Suggest process improvement solutions	L	<ul style="list-style-type: none"> Machine learning is seen to develop complex models, such as customer needs, process improvements and workflow analysis. This will enable the job holder to propose process improvements and ensure alignment of operations and technology to customer and business priorities.
In the next 3 - 5 years...	This role will use AI and advanced analytics to obtain real-time tracking of process quality and performance and accelerate market research and competitor benchmarking. The job holder will leverage the insights to inform gap analysis and recommend solutions for quality improvements to services delivered to customers.	

Emerging skills

The job holder will tap on customer analytics to recommend solutions for process and quality improvements to customer services.

- Process Improvement and Optimisation
- Artificial Intelligence Application
- Data Storytelling and Visualisation
- Technology Application
- User Experience Design
- Business Advisory
- Customer Behaviour Analysis
- Innovation Management
- Knowledge Management
- Lateral Thinking