

Order Fulfilment Assistant / Sales Operations Management Assistant / Customer Service Assistant

Technology solutions impacting this job...



Smart Lockers



Round-the-clock customer service via Virtual Assistants



Optimised Documentation

Impact assessment...



HIGH degree of change in tasks

A significant proportion of the job tasks will be substituted by technology solutions, thus minimising or eliminating the need for human intervention

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

UNDERGO DISPLACEMENT

Today, this job role is responsible for providing assistance in the order fulfilment process, which includes handling point of sales inquiries, order processing, shipment and delivery of orders to the customer.

Job tasks today

Impact at task-level / Future view of job tasks

Address customer queries and issues	H	<ul style="list-style-type: none"> Virtual assistants enabled by AI and ML will address basic customer queries and enable round-the-clock resolution of customer issues. Machine learning will continue to improve the query resolution capabilities of chatbots, and route queries to human specialists only for escalated issues and complex cases. Focus will shift to handling diverse, complex and escalated customer queries based on customer and technical knowledge.
Communicate requirements and status updates to stakeholders	H	<ul style="list-style-type: none"> Integrated digital platforms, RPA and real-time notifications will provide end-to-end visibility to all parties on the status of order fulfilment. This will minimise the need for this role to manually monitor the order fulfilment process and communicate status updates to stakeholders.
Perform documentation of customer orders	H	<ul style="list-style-type: none"> Optimised documentation solutions using RPA and blockchain will allow automated digital issuing and transfer of documents thus eliminating the need for this role to perform manual administrative tasks.
In the next 3 - 5 years...		As machine learning continues to improve the query resolution capabilities of virtual assistants, this job will likely cease to exist for small-scale operations . For medium to large-scale operations, there is high potential for convergence of this role with Order Fulfilment/Sales Operations/Customer Service Coordinator role .

Emerging skills

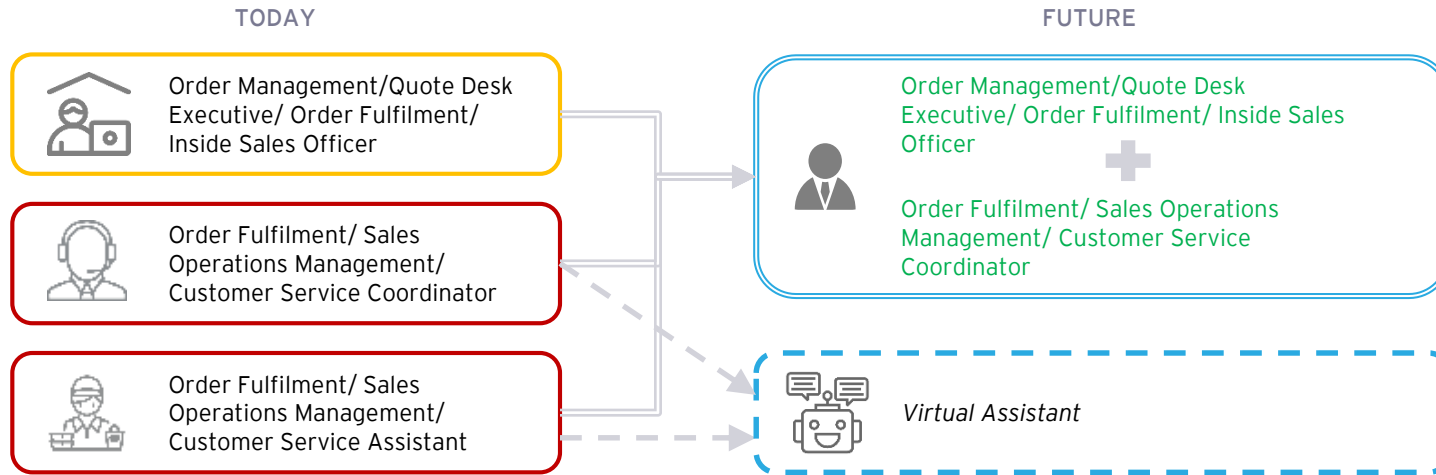
With a high risk of replacement of this role by virtual assistants or convergence with higher job roles, there will be need to reskill and upskill the job holder on:

- Process Improvement and Optimisation
- Advanced Digital Acumen
- Data Interpretation and Analysis
- Social Media Management
- Collaboration
- Lateral Thinking

Mobility options for displaced workers

- Freight Officer
- Brokerage Supervisor / Freight Supervisor
- Customer Service Officer / Service Quality Analyst
- Depot/Traffic/Dispatch/Hub Operations Supervisor
- Incoming Quality Coordinator / Tally Assistant

Safeguarding employment & employability of workers in roles that will undergo displacement or be redesigned



JOB REDESIGN and UPSKILLING/RESKILLING will prepare workers to take on the future job roles

Dashboards for future view of job roles:

- ☐ Order Fulfilment/ Sales Operations Management/ Customer Service Assistant
- ☐ Order Fulfilment/ Sales Operations Management/ Customer Service Coordinator
- ☐ Order Management/ Quote Desk Executive/ Order Fulfilment/ Inside Sales Officer

Job roles that will undergo displacement	Redeployment opportunities within the logistics sector		Redeployment opportunities outside the logistics sector
	Vertical mobility within the same function	Horizontal/diagonal mobility to different job function (top 3)	
Order Fulfilment/ Sales Operations Management/ Customer Service Assistant	<ul style="list-style-type: none"> Order Management Executive/ Quote Desk Executive/ Order Fulfilment Officer/ Inside Sales Officer + Coordinator Field Sales Executive/ Key Account Executive/ Sales Operations Management Specialist 	<ul style="list-style-type: none"> Freight Officer Brokerage Supervisor/ Freight Supervisor Customer Service Officer/ Service Quality Analyst 	<ul style="list-style-type: none"> Mobility to similar job functions or job roles requiring similar skills in other sectors
Order Fulfilment/ Sales Operations Management/ Customer Service Coordinator	<ul style="list-style-type: none"> Order Management Executive/ Quote Desk Executive/ Order Fulfilment Officer/ Inside Sales Officer + Coordinator Field Sales Executive/ Key Account Executive/ Sales Operations Management Specialist 	<ul style="list-style-type: none"> Customer Service Officer/ Service Quality Analyst Brokerage Supervisor/ Freight Supervisor Logistics Data Management Coordinator/ Logistics Data Entry Coordinator 	