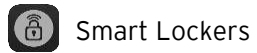


# Order Fulfilment Coordinator / Sales Operations Management Coordinator / Customer Service Coordinator

## 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 engaging diverse customers for handling 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	
Identify solutions for customer issues; monitor delivery lapses	H	<ul style="list-style-type: none"> <li>Application of AI and ML capabilities to enriched data sets from customer queries will enable provision of customised solutions for customer issues through keyword identification. Technologies such as smart lockers and smart billing systems will make use of IoT to provide visibility and advanced <b>track-and-trace</b> capabilities for real-time monitoring of shipments. Delivery lapses will trigger alerts to the user for further troubleshooting.</li> </ul>
Communicate requirements and status updates to stakeholders	H	<ul style="list-style-type: none"> <li>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.</li> </ul>
Conduct studies to identify trends and market movements	M	<ul style="list-style-type: none"> <li>Advanced analytics along with AI will be used to gather and synthesise information from multiple sources for quicker reviewing to understand market trends better. Focus will shift from manual, time-intensive research efforts to utilising data storytelling and visualisation techniques to make sense of the trends in the context of business needs.</li> </ul>
In the next <b>3 - 5</b> years...	RPA and AI will continue to automate back-end functions and integrated digital platforms will automate inter-department coordination. With decreasing need for manual intervention, it is likely that <b>this role will converge with Order Management Executive/Quote Desk Executive/Order Fulfilment Officer/Inside Sales Officer role.</b>	

## Emerging skills

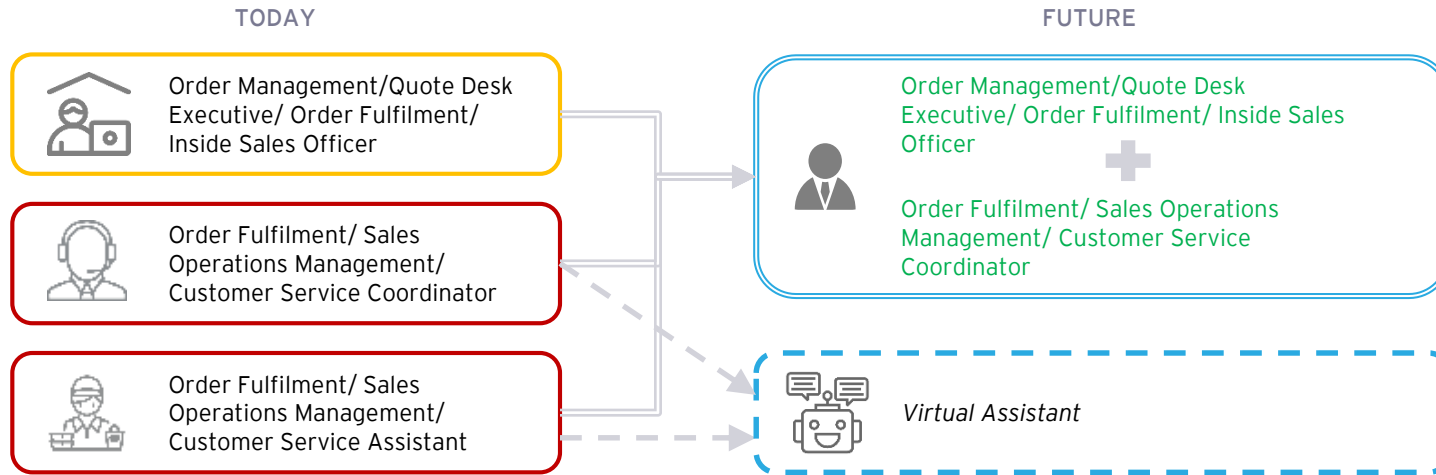
To take on Executive level responsibilities, the following skills will need to be developed:

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

## Mobility options for displaced workers

- Customer Service Officer / Service Quality Analyst
- Brokerage Supervisor / Freight Supervisor
- Logistics Data Management / Logistics Data Entry Coordinator
- Freight Inspector / Incoming Quality Inspector
- Project supervisor

# 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"> <li>Order Management Executive/ Quote Desk Executive/ Order Fulfilment Officer/ Inside Sales Officer + Coordinator</li> <li>Field Sales Executive/ Key Account Executive/ Sales Operations Management Specialist</li> </ul>	<ul style="list-style-type: none"> <li>Freight Officer</li> <li>Brokerage Supervisor/ Freight Supervisor</li> <li>Customer Service Officer/ Service Quality Analyst</li> </ul>	<ul style="list-style-type: none"> <li>Mobility to similar job functions or job roles requiring similar skills in other sectors</li> </ul>
Order Fulfilment/ Sales Operations Management/ Customer Service Coordinator	<ul style="list-style-type: none"> <li>Order Management Executive/ Quote Desk Executive/ Order Fulfilment Officer/ Inside Sales Officer + Coordinator</li> <li>Field Sales Executive/ Key Account Executive/ Sales Operations Management Specialist</li> </ul>	<ul style="list-style-type: none"> <li>Customer Service Officer/ Service Quality Analyst</li> <li>Brokerage Supervisor/ Freight Supervisor</li> <li>Logistics Data Management Coordinator/ Logistics Data Entry Coordinator</li> </ul>	