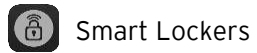


Field Sales Executive / Key Account Executive / Sales Operations Management Specialist

Technology solutions impacting this job...



Smart Lockers

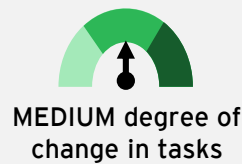


Round-the-clock customer service via Virtual Assistants



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 the contact point with commercial accounts on various logistics services, providing support in identifying potential customers, selling solutions and participating in sales programmes targeting different customers.

Job tasks today	Impact at task-level / Future view of job tasks	
Identify customer needs and resolve CRM conflicts	M	<ul style="list-style-type: none"> Big data analytics and AI will help to identify trends and patterns in customer needs based on various data streams e.g. purchasing behaviours, price sensitivity, seasonal demands, historical orders etc. The focus will shift to identifying ways to improve overall customer service and resolving conflicts.
Identify custom solutions that address customer needs for BD	M	<ul style="list-style-type: none"> Predictive analytics will allow for auto-generation of recommendations on solutions from a standard suite of products and services to be offered to customers. High level of social interaction will still be required for the job holder to identify new business opportunities and grow relationships with key accounts that will assist in revenue generation within assigned verticals.
Perform sales of logistics products and services	M	<ul style="list-style-type: none"> Digital platforms enabled by AR and VR will augment sales activities. Machine learning will allow for more targeted advice on products or services while automation can help to direct customers to the most appropriate resource for more information on standard and bespoke logistics solutions offered by the company. Focus will shift to utilising data and analytical insights to have targeted sales conversations with customers.
In the next 3 - 5 years...	This role will transform from a manual, social skills intensive role to utilising data, analytics and simulations to drive sales and key account management . This job holder will play a larger role in customer relationship building and service quality improvement.	

Emerging skills

While human involvement remains key for driving sales activities, the job holder will increasingly sue data and analytical insights to support decisions:

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