OVERVIEW OF IMPACT TO THE ROLE

Time Horizon

Immediate — Mid-term — Long-term

Key Trends driving Impact

- Consumer of the Future
- New Retail Model
- *Automation & Data*
- *Future-proofed Supply Chain*

Growth Drivers

- **Competition in the retail industry:** The retail industry is becoming more competitive than ever, fuelled by factors such as non-traditional competitors, innovative start-ups and new operating models and digital-physical experiences by international and local players. Retailers will need to be well-equipped to keep pace with evolving and changing customer behaviours, to inspire customer and brand loyalty by bringing customer-centricity to life.

- **Increased emphasis on consistency and alignment of customer experience across the retail operating model:** While customer service is highly important in retail, retailers currently have disparate functions managing different points of accountability of the customer experiences. As retailers start to focus on delivering a cohesive and holistic customer solution to address evolving customer demands at scale and pace, they need to break down silos and tie together these disparate functions. This gives rise to a need for a single-point accountability within organisations to better integrate customer-focused efforts aligned to consumers' needs and behaviours throughout the end-end retail value chain.

KEY RESPONSIBILITIES

The Customer Experience Manager will serve as a strategic and supportive partner across every touchpoint of the customer purchase process. They are focused on defining holistic solutions for defined customer groups. This includes spearheading cross-functional, customer-centric integration across functional initiatives such as marketing strategies and supply chain implementation.

The role of a Customer Experience Manager will expand beyond customer servicing to take on other responsibilities like customer engagement, success and empowerment. The Customer Experience Manager will have to manage feedback from online and offline channels, and address customer pain points together with the relevant departments. This will include leveraging on data analytics to comprehend the changing customer needs, as well as proactively ideating strategies to address them.

Critical Work Function	Key Tasks
Drive Customer Strategies and Solutions	• Identify customer expectations and needs across various touchpoints of the customer journey • Embed effective customer engagement strategies such as hyper-personalisation within touchpoints to ensure seamless and customised experience for each customer • Define key performance indicators that effectively measure customer satisfaction across different customer segments and personas • Collaborate across retail functions and spearhead integration of cross-functional customer experience and management planning and execution across the full customer journey • Provide guidance to various stakeholders in managing customer solutions by providing timely and effective solutions and query resolutions • Develop change management processes that build the skills and mindsets required for a customer-centric culture across the organisation
Drive Data-driven and Customer-focused Insights	• Conduct analysis using internal or external data to drive understanding of consumer behaviors, demographics and needs • Collect voice-of-customer data across online and offline channels to inform strategies and innovation efforts in the area of customer experience • Establish feedback platforms to generate insights on potential process improvement opportunities • Present customer experience insights data to various retail functions to align and enhance experience across the various consumer touchpoints.

Key Skills and Competencies	
Technical Skills and Competencies	**Critical Skills and Competencies**
• After-sales Service	• Communication
• Conflict Management	• Customer Orientation
• Customer Acquisition Management	• Problem Solving
• Customer Experience Management	• Adaptability
• Customer Feedback and Relationship Management	• Digital Fluency
• Customer Loyalty	
• Customer Loyalty and Retention Strategy Formulation	
• Customer Relationship Management	
• Omni-channel Strategy^	
• People and Relationship Management	
• Product Advisory	
• Product Demonstration	
• Service Brand	
• Service Challenges	
• Service Coaching	
• Service Excellence	
• Service Information and Results	
• Service Innovation Culture	
• Service Leadership	
• Service Partnerships	
• Service Planning and Implementation	
• Stakeholder Management	

^Skills not in any Skills Framework