E-COMMERCE EXECUTIVE Job Dashboard: E-commerce



Hi! I am Kate and I work as an **E-commerce Executive.**

At work, I keep updated on the latest sales trends, and monitor customer demographics and satisfaction levels. I would also review and ensure the sales processes remain effective and engaging for the customers (e.g. FAQ effectiveness, customer online support).

OVERVIEW OF IMPACT TO THE ROLE



Level of Impact

MEDIUM

Time Horizon

Immediate

Mid-term

Long-term

Key Trends driving Impact



Consumer of the Future



New Retail Model



Automation & Data



Future-proofe
Supply Chain

Highly Impacted Retail Archetypes

Department Stores

Fashion & Sporting Goods

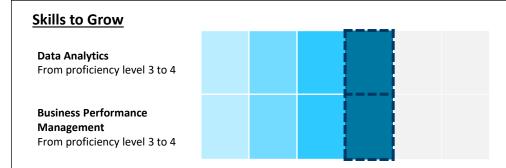
Small and Medium Enterprises

*Note: level of digital maturity will also play a key role



DETAILED LOOK INTO IMPACT ON THE ROLE

C	Category of Types of impact to the role	
	Technology Implementation	Displacement by Technology
		Augmented by Technology: Role will be supported by automation of repetitive and transactional retail processes.
		Complemented by Technology
	Job Reconfiguration	Job Enlargement: Role will take on additional responsibility of managing online-to-offline sales fulfilment.
		Job Enrichment: Role will deepen emphasis on customer experience and customer advisory.



New Skills Required



Customer Experience Management



Omni-channel Management

E-commerce Executive will be expected to upskill in:

Data Analytics & Business Performance Management: Understand the application of data analytics tools, and apply the business
performance knowledge to analyse and interpret consumer data across different sales channels, to review business outcomes on the
effectiveness of e-commerce business operational plans.

^{*}Skills and proficiency levels are identified based on Skills Framework for Retail



THE ROLE TODAY

The E-Commerce Executive contributes to the growth of the e-commerce business by enhancing the customer experience, executing customer order fulfilment and maintaining the technology and infrastructure. He/she is also responsible for performing data analysis to generate data-driven commercial insights and managing relationships with partners.

THE ROLE TOMORROW



As retailers invest in improving e-commerce strategies and activities, the E-commerce Executive will focus on meeting the demand from online customers and ensuring smooth online transactions. There is a greater emphasis for the E-commerce Executive to understand the different types of e-commerce solutions (e.g. q-commerce, third-party e-commerce, personal website).

The E-commerce Executive will analyse the types of consumer behaviours, and implement relevant e-commerce solutions that could influence the online and offline customer experience. Lastly, the E-commerce Executive will have to work with retail operations and logistics departments to implement appropriate fulfilment activities that align with target consumer behaviours (e.g. click-and-collect, last mile delivery, after-sales services).

Changes in critical work function

Critical Work Key Drivers of Change Implications on Tasks Function There is greater emphasis on Augmented by Technology: informed customer centricity With organisations emphasising on customerand engagement centricity across the shopper's journey, the E-• Data-driven e-commerce: commerce Executive is critical in analysing data Consumer data collected gathered from consumers via technology from interactions with online implemented, to inform decision making across all sales platforms are leveraged **Enhancing E**aspects of the e-commerce. to inform the development of commerce The E-commerce Executive have to review insights personalised touchpoints. Customer from customer behaviour data and implement **Experience** appropriate improvement plans, such as identifying the user interface choices during the website design process, developing conversion rate optimisation campaigns, or offering personalised product recommendations.

Critical Work Function	Key Drivers of Change	Implications on Tasks
Drive E- commerce Business Growth	Innovative experiences and efficient fulfilment processes attract and increases e-commerce sales • Artificial intelligence and machine learning enhance product compatibility, using consumer behaviour data (e.g. search queries, viewing history, past purchases) to determine products recommended to consumers. • Virtual product offerings reduce decision fatigue: Digital product offerings provide customers realistic visualisations (e.g. augmented reality, 3D rendering), based on customer sizes or demands, reducing decision fatigue as they browse online.	The E-commerce Executive has to keep updated with the latest trends and compatibility with the products and services offered, understanding the implications on customer experience when implementing these solutions. The E-commerce Executive continues to leverage insights from consumer data analytics to determine relevant experiences that are suitable for the target consumer segments.

Critical Work Function	Key Drivers of Change	Implications on Tasks
Execute Customer Order Fulfilment	Embedding e-commerce automation and analytics to optimise efficiency • As business and fulfilment orders scale, automation will be introduced to reduce manual workflows to streamline costs and enhance the customer experience in delivery fulfilment (e.g. automated email notifications, e-commerce platform integration, return management software). • Retailers are facing higher product return rates in e- commerce sales as compared to offline sales channels. Retailers need to understand reasons consumers return products after the purchase, and identify customer or product segments that raise product return issues.	 Repetitive tasks could be eliminated by automation to increase efficiency, and the E-commerce Executive will transition towards monitoring the automated processes and provide troubleshooting assistance. Technology and automation will support the E-commerce Executive in reducing errors in the fulfilment process. Job Enlargement: The E-commerce Executive is required to coordinate across relevant teams to review and implement an integrated online and offline fulfilment process. The E-commerce Executive has to collaborate with E-commerce, Retail Operations and Logistics to support the integration of inventory systems, sales processes and payment solutions to help streamline the fulfilment process for both the staff and its customers. The E-commerce Executive has to conduct analytics on the types of return rates across product categories and consumer profiles. This would help E-commerce Executive plan and design the e-commerce platforms and purchasing processes, in order to reduce the volume of products being returned and mitigate business costs from the returns.

A closer look at how tasks would be impacted:

Critical Work Function	Existing task	Envisioning the new tasks
Enhance E- Commerce	Manage service quality and customer satisfaction	 Analyse metrics such as 'click-through rates' and 'abandonment' to derive personalised insights across customer segments that enhance the customer experience (e.g. targeted product recommendations, ideal website design). Recommend adjustments or key focus areas to existing customer
Customer Experience	Manage operations for service excellence	engagement strategies based on understanding of customer segments. Collaborate across departments (e.g. retail operations) and external e-commerce partners to obtain feedback across all digital touchpoints and identify areas of improvements to improve customer satisfaction.
Police 5	[New Task]	Monitor latest e-commerce trends and technology available that can support improvement plans for existing sales processes. Implement e-commerce fulfilment activities across new or existing digital touchpoints (e.g. automated email notifications, return
Drive E- commerce Business Growth	Identify strategic business partnerships	 management software). Implement artificial intelligence and machine learning software to provide predictive analysis of customer purchasing behaviour, and
	Implement e-commerce activities	real-time inventory management update. Coordinating across retail operations, internal and third-party e- commerce sales platforms to ensure product availability to drive sales across the various channels.
Execute Customer	Coordinate order processing, delivery and returns of customer orders	 Monitor automated activities across end-to-end fulfilment, highlighting anomalies in order fulfilment processes. Collaborate with retail operations teams to drive online-to-offline fulfilment activities (e.g. click-and-collect, deliveries).
Order Fulfilment	Monitor fulfilment of customers' orders via store pickup or delivery service	Analyse customer behaviour patterns to identify types of customer and product segments that are returning products. Implement fulfilment and returns processes that support the customers' purchasing journey, reducing the risks associated with customer returns.

Upskilling of existing skills



- Data Analytics
- Business Performance Management

New skills for the role



- Customer Experience Management
- Omni-channel Management^
- Transdisciplinary thinking*
- Digital Fluency*
- Customer Orientation*