

OVERVIEW OF EMERGING IMPACT

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

- Rise in digital purchases:** The surge in internet traffic, introduction of new technology and availability of e-commerce drive consumers to shift towards online purchases. To ensure that there is a seamless customer journey, developing an Omni channel strategy is essential for retail businesses
- Changing Customer Experience:** Customers are increasingly hyper-connected and informed through social networks and online communities. There is an expectation of a more customer-centric approach and increased personalisation and tailored shopping experience

KEY RESPONSIBILITIES

The Omni-Channel Manager is responsible for integrating businesses and teams across digital and physical channels of retail, both organically and in new markets, by planning and implementing projects, initiatives and elevating key decisions in line with the company strategy.

The Omni-Channel Manager ensures brand promises and experiences are consistent across digital and physical sales channels, collaborating with marketing, merchandising, retail operations and logistics teams to drive processes that cope with online and offline sales fulfilment.

Critical Work Function	Key Tasks
Embed Customer Centricity	<ul style="list-style-type: none">Develop and report on meaningful customer engagement, voice of customer and other metrics to measure progress and impactImplement ways to improve consistency of customer experiences across various engagement and sales platform
Execute Omni-channel Strategies	<ul style="list-style-type: none">Partner with internal stakeholders to successfully deliver and roll-out omni solutions across channelsCommunicate relevant metrics to track success of commercials and identify areas of opportunities to optimise performance

Critical Work Function	Key Tasks
Drive Omni-channel Strategies	<ul style="list-style-type: none">• Develop O2O (Online-to-Offline) strategy and roadmap based on analysis of customer’s interactions and behaviours on online and physical stores• Drive implementation and integration of Omni channel model to elevate customer experience• Lead strategic projects that will drive the business towards full omni-channel capabilities• Oversee the selection and roll-out of innovative technology and solutions that increase efficiencies and experience across various channels• Identify dependencies and collaborate on solution or product design across functions

Key Skills and Competencies	
Technical Skills and Competencies	Critical Skills and Competencies
<ul style="list-style-type: none">• Automated Inventory Control^• Business Environment Analysis• Business Risk Assessment• Communications Channel Management• Customer Feedback and Relationship Management• Customer Relationship Management• Data Analytics• Data Mining and Modelling• Database Administration• Delivery Optimisation• Demand Analysis• E-Commerce Campaign Management• Functional Analysis• Market Trend Analysis• Omni-channel Management^• Omni-channel Strategy^• Systems Thinking Application	<ul style="list-style-type: none">• Communication• Problem Solving• Digital Fluency• Collaboration• Adaptability