

Level of Impact

Medium Impact

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Perform Customer Service Tasks	<ul style="list-style-type: none"> Gain an understanding of customers' needs through customer knowledge management to guide the implementation of appropriate solutions. Address queries and improve customer relationships Monitor lapses in the delivery of logistics services to customers 	<ul style="list-style-type: none"> Interact and engage with customers regularly to ensure seamless customer experience across physical and/or digital channels [AUGMENTED] Analyse customer data to forecast and anticipate customers' needs [AUGMENTED] Use AI chatbots to resolve routine queries and address complex customer queries
Perform Business Continuous Improvement Activities	<ul style="list-style-type: none"> Follow situational factors that promote and inhibit changes Understand risks associated with different approaches to process changes Perform identification and documentation of business requirements Understand business process improvements through workflow analysis methods to support system developments throughout the project life cycle 	<ul style="list-style-type: none"> Support the development of customer service SOPs [AUGMENTED] Identify the risks associated with process changes such as technology enhancements. Support customers in managing change by providing timely and effective solutions and query resolution [AUGMENTED] Collate customer service protocols in digital formats for seamless distribution across teams [NEW] Collate and analyse customer suggestions and complaints from online feedback platforms to generate insights on potential process improvement opportunities [NEW] Support and contribute towards the development of customer onboarding programmes and metrics Monitor service levels through dashboards to identify gaps and perform business improvement activities to ensure on-track performance [NEW] Manage online and digital messaging platforms which enable self-service for customers
Perform Business Development Tasks	<ul style="list-style-type: none"> Conduct targeted conversations with customers to improve customer relationships and better understand logistics services needs Collaborate with stakeholders to grow relationships that assist in revenue generation within assigned verticals 	<ul style="list-style-type: none"> Conduct personalised customer onboarding Identify cross-selling and upselling opportunities through analysis of customer interactions

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Support application initiatives	<ul style="list-style-type: none"> Assist in the review of work processes and procedures to plan for continuous work improvement activities Contribute to technology implementation projects to facilitate the use of technologies, electronic tools and devices 	<ul style="list-style-type: none"> Assist in the review of work processes and procedures using data analytics to provide data-driven insights for the planning of continuous work improvement activities Contribute to technology implementation projects to advocate the use of technologies, electronic tools and devices in improving work processes

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Business Strategy and Planning Executive	Pricing Executive	Tender Management Executive	Business Development Executive	Market Research Executive	Operations Executive

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Customer Experience Transformation	Conduct research and identify potential touchpoints and key moments that matter across the customer journey. Synthesise insights on gaps to provide recommendations for enhancement for various customer segments. Identify innovative technologies and recommend initiatives for enhancing the customer experience journey
E-Document Management	Use e-document platforms to facilitate tracking and updating of information in an integrated system
Online Feedback Management	Manage customer feedback from digital channels, provide resolution and analyse data to develop insights on customer engagement and behaviours

IN THE NEXT
3-5 YEARS...

Apart from customer servicing, the role will take on other responsibilities like customer engagement, success and empowerment. The role will leverage data analytics to understand customer needs and proactively implement solutions to address them. The role will continue to enhance customer lifetime value and loyalty to the organisation by identifying upselling and cross-selling opportunities.

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