

## Level of Impact

## High Impact

## Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Achieve sales	<ul style="list-style-type: none"> <li>Interact with customers to sell products and services</li> <li>Handle after-retail sales services and provide advice on products and services</li> <li>Document sales transactions</li> </ul>	<ul style="list-style-type: none"> <li><b>[NEW]</b> Support the streamlining of the buying process for customers across physical and <b>digital channels</b></li> <li><b>[NEW]</b> Leverage <b>data analytics</b> to understand customer needs and purchase patterns to provide product recommendations and <b>personalised services</b></li> <li>Utilise technologies such as <b>mobile applications</b> to provide product demonstrations and enhance customer experience</li> <li><b>[SUBSTITUTED]</b> Use <b>RPA</b> and <b>AI-enabled platforms</b> to automate documentation of sales transactions</li> <li><b>[SUBSTITUTED]</b> Use <b>AI chatbots</b> to facilitate first-level support on routine enquiries regarding products and services</li> <li>Support in addressing complex enquires by leveraging an in-depth knowledge of products and services</li> <li><b>[NEW]</b> Analyse customers' feedback to improve after-retail sales services</li> </ul>
Deliver service excellence	<ul style="list-style-type: none"> <li>Respond to service challenges and provide go-the-extra-mile services</li> <li>Deliver excellent customer service</li> <li>Acquire industry information and engage in service innovation initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Deliver service while ensuring professional image and persona aligns with organisation's service commitment</li> <li>Guide customers on the use of <b>self-service technologies</b> to enhance customer experience</li> <li><b>[SUBSTITUTED]</b> Use <b>AI-enabled systems</b> and <b>RPA</b> to automate data collation, cleaning and checking of customer information</li> <li><b>[NEW]</b> Anticipate customer needs by obtaining insights from <b>CRM systems</b> to deliver <b>personalised services</b></li> </ul>
Deliver operations excellence	<ul style="list-style-type: none"> <li>Perform stock control operations</li> <li>Apply security, workplace emergency, safety and health, and hygiene policies and procedures</li> <li>Handle merchandise display and operations of promotions and events</li> </ul>	<ul style="list-style-type: none"> <li><b>[SUBSTITUTED]</b> Leverage <b>predictive analytics</b> to track and forecast stock levels</li> <li><b>[NEW]</b> Support the <b>integration of technologies</b> between business systems of suppliers and partners to manage purchasing, stockholding and distribution efficiencies</li> <li><b>[AUGMENTED]</b> Leverage <b>autonomous technology</b> such as <b>robots</b> to perform physically challenging tasks, minimising WSH risks</li> <li>Apply creative thinking to manage merchandise display, roadshows, promotions and events to increase sales potential</li> </ul>

## Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Execute customer order fulfilment	<ul style="list-style-type: none"> <li>Handle the fulfilment of customers' orders across store pick or delivery service</li> </ul>	<ul style="list-style-type: none"> <li><b>[SUBSTITUTED]</b> Use <b>AI-enabled systems</b> and <b>RPA</b> to enable self-service and automate standard fulfilment orders</li> <li>Handle the fulfilment of complex orders from key customers</li> </ul>
Engage in innovative and productivity initiatives	<ul style="list-style-type: none"> <li>Generate ideas and support the implementation of productivity and innovation initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Support the review of work processes using <b>data analytics</b> to provide insights on performance as well as generate new ideas to enhance productivity</li> </ul>

## Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Business Process Improvement Coordinator	Data Coordinator	Senior Excellence Coordinator	Customer Insights Coordinator	Product Coordinator (Sales)	Social Media Coordinator

## 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.
Omni-channel Strategy Implementation	Apply principles of omni-channel communication to ensure integrated and seamless customer experience across the interactions and services. Monitor the communications and suggest changes to enhance experience and engagement through new content or channels.
Performance Monitoring and Analysis	Interpret performance data to develop insights to improve business performance.

IN THE NEXT  
3-5 YEARS...

This role will be expected to empower customers in making purchase decisions across both physical and digital channels. There will be a growing focus on understanding customer needs through data analytics and human interactions. As more tasks within the role become substituted, there is a possibility that the role could become redundant, be outsourced to a cheaper location or be merged with another role within the organisation.

[BACK TO LIST OF JOBS](#)