WSQ RETAIL PROGRAMME

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

Funding (Valid till 31 Dec 2027)
(SkillsFuture Course ID: TGS-2023020058)

Companies sponsoring their staff are eligible for course fee funding and Absentee Payroll funding.

Small & Medium Enterprise (SME) and Singaporean age 40 & above are eligible for enhanced funding rate.

Registration & Payment

Self-Sponsored Applicant
- Apply on STEP https://stms.polite.edu.sg/student/
- Course Code: ITE-WSQMC-WRTCE1001
- Payment is required for enrolment confirmation. SkillsFuture Credit can be used for the course fee.

Company-Sponsored Applicant
- Company's Corppass holder to onboard STEP https://stms.polite.edu.sg/company,generate the sponsorship link for the course and send to employee to apply
- Course Code: ITE-WSQMC-WRTCE1001
- Company will be issued an invoice.

Closing date: 2 weeks before course start date or when the class is full.

Withdrawal & Deferment

Withdrawal or deferment notice must be made in writing:

- More than or equal to 14 days course start date - full refund
- Less than 14 days before course start date - 50% refund
- On or after course start date - No refund

Full refund if the course is cancelled due to unforeseen circumstances.

Participants are to ensure that they meet entry requirements.

Customer Experience Management (Level 1)

Objective

The course aims to cover key concepts and best practices to effectively manage and maintain relationships with customers. The topic focuses on segmentation of a customer base, applying collected data to create personalised customer interactions and experiences, gain insight into customer behavior, preferences and buying patterns, plus identify tasks that can be automated by combining data gleaned from multiple customer touchpoints.

Who Should Attend

Retail assistants who want to acquire new skills to toggle between the front-of-house and back-end, eventually moving into supervisory and management positions within their respective organisations.

Admission Guidelines

Participants should possess

- 18 years old and above
- At least GCE N Level, NTC2 / *Nitec*, WPLN level 4 in English & Mathematics or equivalent

Content

- Customer Relationship Management - introduction, concepts and implementation
- Importance of People & Relationship Management
- Effective Communication Skills
- Managing Teams, Understanding Diversity, Equity and Inclusion
- Principles of Visual Merchandising
- Planning & Implementing a Visual Merchandising strategy

Certification

Participants who complete the course and pass the assessments will receive the following certificates:
- WSQ Statements of Attainment (SOAs)
  - Customer Relationship Management Operations
  - People and Relationship Management
  - Visual Merchandising Presentation

Course Details

Duration : 12 hours (3 hrs of Theory Lessons, 7 hrs of Practical Lessons and 2 hours of assessment)

Schedule : Please refer to the website for details on training schedule

Venue : ITE College West (1 Choa Chu Kang Grove S688236)

Total fee : $78.48 after baseline funding ($72 + $6.48 GST)
$261.60 without subsidy ($240 + $21.60 GST)