

OJT LIST OF COMPETENCIES

Course Title: Work-Study Diploma in Customer Experience Management (Lifestyle & Consumer)

Level: Diploma

Note:

Companies must be able to provide at least 75% of the List of Competencies (standard) to be eligible to participate in the OJT programme. If they are unable to meet 75% of the List of Competencies (standard), they could propose company-specific competencies [up to 25% of the List of Competencies (standard)] to be covered, to meet the course requirements. Competencies which companies could provide in the List of Competencies (Standard) + competencies listed under Company-Specific Competencies then form the Agreed OJT List of Competencies.

Trainees must complete at least 75% of the competencies listed in the Agreed OJT List of Competencies. Approval must be obtained from ITE before the company-specific competencies could be implemented.

S/n	List of Competencies (Standard)	Company to indicate '✓' it is able to provide
1	Handle customer enquiries and service requests	
2	Facilitate dispute resolutions	
3	Review customer retention initiatives	
4	Prepare datasets	
5	Analyse performance data	
6	Prepare visual reports	
7	Present data insights	
8	Manage in-store and online customer engagement	
9	Coordinate sales quotation, transactions and order fulfilment	
10	Manage product listings and online merchandising	
11	Monitor sales performance and customer engagement	
12	Gather service experience feedback	
13	Determine service gaps	
14	Recommend service improvements	
15	Qualify business opportunities	
16	Coordinate customer and partner engagement activities	
17	Monitor market and competitor information	
18	Support sales growth activities across customer segments	
19	Identify and segment target consumers	
20	Analyse consumer needs and purchase behaviour	
21	Apply consumer insights to customer engagement strategies	
22	Monitor consumer trends and evaluate business implications	
23	Identify customer service communication need	
24	Deliver oral customer interaction and service communication	

S/n	List of Competencies (Standard)	Company to indicate '✓' it is able to provide
25	Produce professional written and digital communication	
26	Execute team collaboration and service communication	
27	Assess AI opportunities for business development	
28	Conduct research on available AI solutions	
29	Prepare business improvement recommendations	

S/n	Company-Specific Competencies	
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
	Total No. of Company-Specific Competencies Proposed	

Note: Competencies proposed by company must be endorsed by ITE.