

Higher Nitec in Customer Experience

HF3CX

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3 month IA Duration

CX43008FPE

1. Apply communication skills to workplace tasks
2. Respond to customer/stakeholder request and enquiry
3. Produce business document using software
4. Build relationship with customers/stakeholders
5. Provide information on products and services
6. Manage service breakdown and recovery
7. Coordinate business meeting/appointment/activity
8. Manage and maintain documents and data, prepare report
9. Provide quality customer service that exceeds customer expectations
10. Provide support for company's social media marketing strategies
11. Record the progress of sustainability initiatives
12. Provide support to manage consumer touchpoints
13. Comply with Personal Data Protection Act (PDPA) guidelines

HF3CX, HF2CX, HFXCX

Higher Nitec in Customer Experience

6 month IA Duration

CX53005FPE|CX53006FPE

1. Handle sales enquiry
2. Promote products and services

3. Collate customer feedback
4. Perform data visualisation
5. Conduct market research
6. Coordinate marketing campaign
7. Execute marketing campaign
8. Manage service breakdown and recovery
9. Identify consumer trends
10. Utilise appropriate digital services to enhance customer experience
11. Communicate organisation brand standards
12. Implement business-to-business (B2B) sales strategies
13. Coordinate marketing collaterals
14. Promote sustainability practices
15. Comply with Personal Data Protection Act (PDPA) guidelines