

List of Competencies for On-the-Job Training (OJT)
Work-Study Diploma in Customer Experience Management (Lifestyle & Consumers)

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
1	Determine insights on consumers as individuals	
2	Determine consumer decision-making insights	
3	Determine marketing factors that impact consumer behaviour	
4	Review product or service offers to consumer	
5	Determine product or service problem area	
6	Perform customer journey mapping	
7	Propose product or service offers	
8	Develop sales or e-commerce strategy	
9	Implement sales or e-commerce strategy	
10	Review sales or e-commerce strategy	
11	Develop point-to-point customer service experience strategy	
12	Administer customer service experience strategy	
13	Implement service design strategies for service gaps	
14	Deliver quality customer service	
15	Manage quality customer service work processes	
16	Assess service quality performance	
17	Implement corporate social responsibility (CSR), business ethics and sustainability strategies	
18	Perform market analysis	
19	Perform sales forecasting	
20	Perform digital marketing channel analysis	
21	Develop digital marketing plan	
22	Manage customer communication	
23	Implement customer/stakeholder communication strategy	
24	Collaborate in work environment	
25	Evaluate customer/stakeholder communication strategy	
26	Determine areas for user satisfaction improvement with AI	
27	Recommend solutions for AI project	
28	Plan AI solutions project requirements	
	Sub-total of Competencies (Standard)	

S/N	List of Competencies (Standard)	Company to indicate '✓' for OJT competencies it can provide
List of Competencies (Company-specific)		
1		
2		
3		
4		
5		
6		
7		
	Sub-total of Competencies (Company-specific)	

Note:

- Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).
- If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. Alternate competencies are capped at 25%.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].
- All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.
- Trainees must receive OJT and be assessed for **All** competencies selected in this List.

Total no. of competencies selected by company for OJT

Total no. of competencies listed (*standard & company specific*)

Percentage of selected competencies

MODULE SYNOPSIS – WSDip in CUSTOMER EXPERIENCE MANAGEMENT (LIFESTYLE & CONSUMERS)

Course Objective

The track will offer trainees cutting-edge customer experience (CX) skills such as interpreting customer insights and social metrics, CX design, CX strategy, developing new service initiatives and problem solving under pressure, business innovation and technology skills to engage and manage customers both on-line and off-line with a personalised customer experience

Modules Synopsis

Consumer Behaviour

On completion of this module, trainees should be able to produce consumer behaviour insights on consumer choice, consumption and selection of products and services to inform customer experience management and marketing strategies.

Customer Behaviour Analytics

On completion of this module, trainees should be able to perform customer behavioural analysis with customer relationship management (CRM) tools and techniques. Trainees should also be able to formulate and present action plans to close performance gaps and create better customer satisfaction.

Sales & e-Commerce

On completion of this module, trainees should be able to manage sales and e-Commerce services.

Service Experience Design

On completion of this module, trainees should be able to develop, strategise and execute point-to-point customer service experience through service quality. Trainees should be able to assess opportunity and cost in bridging service gaps to enhance customer experience and service delivery.

Customer Service Quality & Management System

On completion of this module, trainees should be able to apply the concepts of quality management systems to perform and manage work process for quality customer service delivery. The trainees will also be equipped with knowledge of sustainability practices to carry out corporate social responsibility (CSR) and business ethics within the service work processes.

Digital Marketing

On completion of this module, trainees should be able to perform sales forecasting and manage digital marketing operations.

Customer Service Communication

On completion of this module, trainees should be able to manage communication with customers and communicate effectively with the organisation's stakeholders.

MODULE SYPNOSIS – WSDip in CUSTOMER EXPERIENCE MANAGEMENT (LIFESTYLE & CONSUMERS)

Artificial Intelligence Solutions in Business

On completion of this module, trainees should be able to plan and identify Artificial Intelligence (AI) solutions for customer satisfaction for the organisation.

Company Project

On completion of the module, trainees should have applied their acquired competencies in an authentic project that would value-add to the company.

On-the-Job Training

On completion of the module, trainees should be able to apply the skills and knowledge acquired at ITE College and workplace to take on the full job scope, including supervisory function where appropriate, at the company.

TRAINING PATTERN SCHEDULE

WSDip in CUSTOMER EXPERIENCE MANAGEMENT (LIFESTYLE & CONSUMER)

Day Release - Trainees attend 1 to 2 days of lessons per week at ITE, with the remaining work-week spent at the workplace for On-the-Job Training.

April'26 Intake	April – June 2026	ITE Vacation (June) 4 weeks	July – September 2026	ITE Vacation (Sept) 2 weeks	October – December 2026	ITE Vacation (Dec) 4 weeks	January – March 2027	ITE Vacation (March) 2 weeks
1 st Year Off-JT @ ITE	2 days/week		1 day/week		2 days/week		1 day/week	
April'26 Intake	April – June 2027	ITE Vacation (June) 4 weeks	July – September 2027	ITE Vacation (Sept) 2 weeks	October – December 2027	ITE Vacation (Dec) 4 weeks	October – December 2028	ITE Vacation (March) 2 weeks
2 nd Year Off-JT @ ITE	2 days/week		1 day/week		2 days/week		2 days/week	
April'26 Intake	April – June 2028	ITE Vacation (June) 4 weeks	July – September 2028	ITE Vacation (Sept) 2 weeks	WSDip Programme 2026 Start: 1 April 2026 End: 30 September 2028 Duration: 2.5 years  Final results release may be later than programme end date			
3 rd Year Off-JT @ ITE	2 days/week		1 day/week					