



WSQ RETAIL PROGRAMME



Funding (Valid till 31 Dec 2027)

(SkillsFuture Course ID: TGS-2023020865)

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-WRTCE1002
- 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/compan>
y, generate the sponsorship link for the course and send to employee to apply
- Course Code: ITE-WSQMC-WRTCE1002
- 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 before 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 2)

Objective

The course aims to cover fundamental knowledge and skills to scaffold complex tasks such as inventory management, customer loyalty, sales target management and retail administration. Participants will navigate between utilising the data sets churned from CRM and applying it to their planning and promotional schedules. This will empower retail staff to contribute holistically to the brand's growth and gain better insight into consumer buying patterns.

Who Should Attend

Retail assistants who have already amassed experience in their current posts and intend to move into managing teams within their respective organisations should consider enrolling in this course. It will provide course participants a better understanding on how best to provide a tailored customer service experience while maximizing sales, marketing and operational efforts.

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 – metrics and ethics
- Future of CRM
- Data Analytics
- Data Collection and Cleaning
- Fostering Customer Loyalty
- Eliciting Feedback – Mindful Listening

Certification

Participants who complete the course and pass the assessments will receive the following certificates:

- WSQ Statements of Attainment (SOAs)
 - Customer Relationship Management Operations
 - Customer Loyalty
 - Data Analytics

Course Details

Duration	: 12 hours (6 hrs of Theory Lessons, 4 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	: \$75.21 after baseline funding (\$69 + \$6.21 GST) \$250.70 without subsidy (\$230 + \$20.70 GST)

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