

# WORK-STUDY DIPLOMA IN CUSTOMER EXPERIENCE MANAGEMENT (LIFESTYLE & CONSUMER TRACK)

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## MODULE OBJECTIVES

### 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.

### 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.