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

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:

a) Company must be able to provide OJT for at least **75%** of the List of Competencies (Standard).

b) If company is unable to meet the 75%, please propose alternate **course-related** competencies which are unique to company operations. <u>Alternate competencies are capped at 25%</u>.
[i.e. 50% of the list of competencies (standard) + 25% alternate competencies (Company-specific)].

c) All alternate competencies (Company-specific) must be reviewed and endorsed by ITE.

d) 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

Completed By:

_____
Name

_____
Company

_____
Designation

_____
Date

For ITE's Completion					
Reviewed by CED / College *(For Company-specific Competencies)*				**Verified by IBT Officer**	
Name:				Name & Date:	
Designation:		Date:			

Version: Oct'24

Course and Module Objectives

Module Objectives

I   **Course Title**

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

II   **Course Objective**

This course equips trainees with the skills, knowledge and professional attributes to manage customer experience either in the aviation or lifestyle & consumer track of all other sectors. The common skills sets to be acquired by the trainees include the capacity to perform customer behaviour analysis, develop, execute and manage quality customer experience.

Lifestyle & Consumer track:
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

III   **Module 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.

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.

Course and Module Objectives

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CEM (L) TRAINING PATTERN_2026

	10 weeks	4 weeks	10 weeks	2 weeks	10 weeks	4 weeks	10 weeks	2 weeks
Year 1 — ITE	2 days	Break	1 day	Break	2 days	Break	1 day	Break
Year 1 — Company	3 days	5 days	4 days	5 days	3 days	5 days	4 days	5 days
Year 2 — ITE	2 days	Break	1 day	Break	2 days	Break	1 day	Break
Year 2 — Company	3 days	5 days	4 days	5 days	3 days	5 days	4 days	5 days
Year 2.5 — ITE	2 days	Break	1 day	Break				
Year 2.5 — Company	3 days	5 days	4 days	5 days				

Total Weeks Trainee released for Off-JT: 27 Weeks
During these weeks, Trainees will continue to be paid their salary.
Trainee needs to hit a Minimum attendance of 80%* to ensure they are not debarred from exams.

*In the event that company needs to re-call them back for ad-hoc work projects during the Off-JT period, advance notice to ITE/College is required with. Company needs to officially write in for the request.
Each request is subject to approval, as College will need to ensure that assessments / exams are not affected.