### Critical Work Functions and Key Tasks / Performance Expectations

<table>
<thead>
<tr>
<th>Critical Work Functions</th>
<th>Key Tasks</th>
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</thead>
<tbody>
<tr>
<td>Manage customer segment strategies</td>
<td>Conduct market research to form an understanding of the targeted customers and opportunities within the market landscape</td>
</tr>
<tr>
<td>Identify customer journey experience</td>
<td>Assist in implementing customer acquisition and communications strategies across distribution channels</td>
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<tr>
<td>Maintain segment portfolio health</td>
<td>Identify latest market progressions, customer needs and competitive landscape in the market</td>
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<tr>
<td>Identify customer journey experience</td>
<td>Facilitate in coordinating promotional events tailored to the segments</td>
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<tr>
<td>Maintain segment portfolio health</td>
<td>Conduct data analyses to identify customer segment trends and ongoing monitoring of customer satisfaction</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Technical Skills and Competencies</th>
<th>Generic Skills and Competencies (Top 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Management</td>
<td>Level 3</td>
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<tr>
<td>Business Environment Analysis</td>
<td>Level 3</td>
</tr>
<tr>
<td>Business Opportunities Development</td>
<td>Level 3</td>
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<tr>
<td>Business Risk Assessment</td>
<td>Level 3</td>
</tr>
<tr>
<td>Customer Acquisition Management</td>
<td>Level 3</td>
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<tr>
<td>Customer Behaviour Analysis</td>
<td>Level 3</td>
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<tr>
<td>Customer Relationship Management</td>
<td>Level 3</td>
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<tr>
<td>Digital Marketing</td>
<td>Level 3</td>
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<tr>
<td>Ethical Culture</td>
<td>Level 3</td>
</tr>
</tbody>
</table>

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The information contained in this document serves as a guide.