

07

Marketer Competencies

Customer Experience (Customer Relationship Management)

Develops a customer experience, which is consistent with brand(s) positioning, brand promise and brand values. Ensures that the customer experience reflects and delivers excellent service and drives customer loyalty and satisfaction. Seeks to develop long-term and sustainable (profitable) customer relationships, which best meet customer needs.

Competency Evidence	Indicative Behaviours	Suggested Career Stage
1 Basic	<ul style="list-style-type: none"> Develops a good understanding of the customer experience within the business and strongly contributes to marketing plans, which delivers on the experience. Puts in place the mechanism to gather the information needed to accurately assess the quality of the customer experience, at key “touch points”. Ensures that opportunities to gather relevant customer information are taken, in order to better meet the customer’s needs. 	1 2
2 Developing	<ul style="list-style-type: none"> Develops marketing plans which ensure that the organisation meets customer expectations and delivers on the desired customer experience. Ensures that key marketing initiatives contribute to the achievement of the desired customer experience. Adapts customer experience plans, to respond to customer feedback on service experience and satisfaction levels. Responds to changing customer preferences and takes opportunities to achieve improved efficiency, through the use of new technology. 	3
3 Solid	<ul style="list-style-type: none"> Works with cross functional teams to ensure that the organisation delivers on its service commitments and overall customer experience. Develops and implements business and marketing strategies, in which the customer and fulfilling customer needs (at a profit) are key foundation stones. Uses customer insights to inform and guide key marketing initiatives, such as new product development, proposition development, pricing, product and service development. 	4
4 Strong	<ul style="list-style-type: none"> Champions excellence in customer experience, as a key driver of sustainable competitive advantage and long-term profitability of the business. Seeks to build long-term customer satisfaction as a key driver of customer loyalty and sustainable (profitable) customer relationships. Promotes the value of effective customer information analysis and an effective CRM strategy across the business, as important contributors to sales and service success. 	5
5 Exceptional	<ul style="list-style-type: none"> Works with the board and executive team to develop a strategic view of the desired customer experience, as a primary driver of sustainable commercial success. Expert in providing strategic customer and marketing insights to the board, as a means of shaping overall business strategy. Leverages breakthrough thinking with regard to customer experience, from other sectors and industries. Seeks to apply these insights within the business. 	6 7