Position Title:
VP Customer Experience – Chatbot, Digital Bank

Key responsibilities:

- Project manage the end to end implementation of Chatbot service
- Serve as a key point of contact - For service provider, technology and operations team for the Chatbot implementation for the bank
- Chatbot servicing strategy - Assist in the development of the overall Chatbot strategy for UOB across its digital initiatives
- Vendor performance management - Help define the key performance SLAs for the service provider to successfully deliver the Chatbot servicing ambitions for the bank
- Serve as the regional point of contact - for various country teams for ongoing support and management of Chatbot related improvement or enhancement requirements

- Build and handle operational management requirements for Chatbot capability deployment
- Banking intents and servicing flows - To design, develop and implement Chatbot capability in terms of various intents, servicing flows and customer experience testing of the flows
- Identify different use cases for the implementation of Chatbot - Independently or in combination with other servicing channels to improve customer experience
- Conduct customer and staff immersions -Synthesize staff and customer insights - Personas, journey pains, gains with regards to Chatbot experience and improve performance
- Design escalation and interaction model with other channels – Design the escalation model for queries that cannot be managed by the Bot to other channels such as live chat and voice call functions

- Build learning and knowledge management base for Chatbot
- Work with product owners across different lines of businesses to build the FAQs required for Chatbot knowledge base consumption
- Project manage tonality, quality and language of Chatbot responses
- Review existing FAQs and assess suitability/ make changes based on business requirements

- Build learning and ongoing enrichment process for bot performance improvement
- Project manage and set up the ongoing annotation/ enrichment management team for Chatbot performance improvement
- Design the ongoing enrichment management process with country teams and bot service provider
- Conduct trainings for enrichment management teams

Key requirements:

- Bachelor's Degree.
- PMP, Design thinking/ LEAN methodology certifications would be preferred
- Certifications in machine learning and/or natural language processing for Chatbot would be preferred
- Performing the role of a business lead/ project lead in driving Chatbot implementation for digital servicing requirements in large financial institutions/ banks is a must

- Strong understanding of Chatbot operating model and possible use cases of deloyment
- Good understanding of the consumer banking landscape in terms of products, functional teams, services and typical banking applications
- Good understanding of contact center functionalities and platforms
- Strong understanding of design thinking/ human centered design methodology and experience in using it in project implementation
- Experience in customer immersions journey mapping and design
- Must demonstrate strong analytical, problem solving, communication and creative skills
- 6 – 10 years of experience depending on the grade