

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT

Category Sales and Marketing				
Consumer Intelligence Analysis				
Devise frameworks for consumer intelligence analysis Management (CRM), Point-of-Sale (POS) and e-Co	•	omer knowledge from various cu	ustomer touch points, for examp	le, Customer Relationship
Proficiency Level 1 Level 2	Level 3	Level 4	Level 5	Level 6
cription ICT-MKI-2001-	1.1 ICT-MKI-3001-1.1	ICT-MKI-4001-1.1	ICT-MKI-5001-1.1	
Analyse data from C	RM, Organise and synthesise	Determine the value in	Design the framework for	
point-of-sale and e-	findings from information	accumulated data from	consumer intelligence	
commerce systems	and collected via CRM, point-of-	enterprise, CRM, point-of-	analysis to drive data	
generate relevant cu	stomer sale, e-commerce systems,	sale and e-commerce	collection efforts and set	
insights	assess customer interaction	systems and integrate data	specific objectives of	
	activities and provide	regarding customer	consumer intelligence	
	insights for continuous	interactions across all	analysis and generate	
	improvements	touchpoints	derived measures	
• Key facts and pro	iles of • Key facts and profiles of	Key facts and profiles of	Key facts and profiles of	
target customers	target customers	target customers	target customers	
Purchase history	rom • Commercial information	Commercial information	Commercial information	
sales and order	pertaining to customer	pertaining to customer	pertaining to customer	
processing syster	activities	activities	activities	
Types of feedback	Purchase history from	Purchase history from	Types of relevant	
gathered from cus	tomer sales and order	sales and order	information gathered from	
satisfaction surve	ys processing systems	processing systems	Customer Relationship	
Types of relevant	Types of feedback	Types of feedback	Management (CRM),	
information gathe		gathered from customer	Point-of-Sale (POS) and	
Customer Relatio	nship satisfaction surveys	satisfaction surveys	e-commerce systems	
Management (CR	M), • Competitor insights and	Competitor insights and	Statistical modelling and	
Point-of-Sale (PO		market benchmarks	data-mining techniques	
e-commerce syste	ems • Types of relevant	Types of relevant	 Understanding of 	
Data privacy fram	•	information gathered from	Customer Relationship	
Legislative require	_	Customer Relationship	Management (CRM),	
under the Person	·	Management (CRM),	direct and/or database	
Protection Act (PI	_ , , ,	Point-of-Sale (POS) and	marketing	
Understanding of	CRM, e-commerce systems	e-commerce systems	Customer identity	
direct and/or data		Data privacy frameworks	management theory and	
marketing	Statistical modelling and	Statistical modelling and	techniques	
Customer identity	data-mining techniques	data-mining techniques	Data privacy frameworks	
management theo		· ·	Legislative requirements	
techniques	direct and/or database		under the Personal Data	
		·	Protection Act (PDPA)	
	Ĭ	direct and/or database	, ,	
under the Person Protection Act (PI Understanding of direct and/or data marketing Customer identity management the	Management (CRM), Point-of-Sale (POS) and e-commerce systems Data privacy frameworks Statistical modelling and data-mining techniques ry and Understanding of CRM,	Management (CRM), Point-of-Sale (POS) and e-commerce systems • Data privacy frameworks • Statistical modelling and data-mining techniques • Understanding of Customer Relationship Management (CRM),	direct and/or datab marketing Customer identity management theor techniques Data privacy frame Legislative requirer under the Persona	ry and eworks ments Il Data

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from various sources (e.g. CRM, point-of-sale and e-commerce systems) • Analyse data from CRM, point-of-sale and e-commerce systems • Generate and provide relevant customer insights from CRM analysis • As int	nsumer intelligence ports on a regular basis aw inferences rtaining to customer ights based on search outcomes ganise and synthesise dings from information lected via CRM, point- sale and e-commerce	data collection, assessing, understanding and integrating primary quantitative and qualitative customer data • Manage appropriate extraction of information from relevant sources (e.g. CRM, point-of-sale	methodologies, outcomes and strategies to leverage the voice of the customer in driving key business decisions and growth strategies • Provide leadership, guidance and support in developing framework for
	stems sess customer eraction activities and ovide insights for ntinuous improvements	and e-commerce systems) Manage a customer- centric research program that integrates customer and competitor research as well as economic and industry trends	data collection, assessing, understanding and integrating primary quantitative and qualitative customer data • Provide key consumer intelligence insights based on research outcomes • Ensure effective planning, execution, utilisation and budgeting of the research efforts