TSC Category	Sales and Marketing				
TSC Title	Customer Behaviour Analysis				
TSC Description	Devise customer behaviour analysis tools and approaches and perform analysis on information pertaining to customer behaviours				

TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		ICT-MKI-2002-1.1	ICT-MKI-3002-1.1	ICT-MKI-4002-1.1	ICT-MKI-5002-1.1	
		Collect data on customer behaviours and characteristics based on established research frameworks and historical data	Analyse data to develop insights pertaining to customer behaviours such as how marketing activities may be impacted to increase customer base	Manage activities to carry out customer behaviour analysis and present findings and recommendations pertaining to possible changes in marketing activities to influence target consumers	Establish a customer behaviour analysis model and framework and devise parameters to identify types of customer characteristics essential to make informed decisions pertaining to changes in marketing activities	
Knowledge		• Key facts and profiles of target customers • Cultural aspects of the target customers • Characteristics of the target customers' personas	• Key facts and profiles of target customers • Cultural aspects of the target customers • Characteristics of the target customers' personas • Types of applied behaviour analysis • Variables that influence purchasing behaviour	• Key facts and profiles of target customers • Concepts of the customer purchasing journey • Cultural aspects of the target customers • Characteristics of the target customers' personas • Types of applied behaviour analysis • Variables that influence purchasing behaviour • Customer identity management theory and techniques	• Key facts and profiles of target customers • Concepts of the customer purchasing journey • Cultural aspects of the target customers • Characteristics of the target customers' personas • Types of applied behaviour analysis • Variables that influence purchasing behaviour • Customer identity management theory and techniques • Research standards of excellence and best practices	
Abilities		• Gather information pertaining to target customers in accordance with the research frameworks	• Assess, test and estimate the impact of individual, social and lifestyle influences on consumer behaviour for a given product and/or service	• Oversee the process of data collection, assessing, understanding and integrating primary quantitative and qualitative customer data	• Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving marketing activities	

		• Consolidate information gathered through data collection processes • Maintain integrity of data collected • Prepare graphical representation of data patterns • Identify both current and potential competitors in accordance with chosen dimensions • Support the conduct of analysis of data • Prepare reports to present findings and document information in a systematic manner	• Draw inferences pertaining to customer behaviour based on research outcomes	• Manage a customer-centric research program that integrates economic and industry trends into the analysis • Evaluate organisational capability to respond quickly to consumer demand for products and/or services based on research outcomes	• Provide leadership, guidance and support in developing frameworks for data collection, assessing, understanding and integrating primary quantitative and qualitative customer data • Provide key consumer behaviour insights based on research outcomes • Ensure effective planning, execution, utilisation and budgeting of the research efforts	
Range of Application					