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| **TSC Category** | Sales and Marketing | | | | | |
| **TSC Title** | Consumer Intelligence Analysis | | | | | |
| **TSC Description** | Devise frameworks for consumer intelligence analysis to develop an understanding of customer knowledge from various customer touch points, for example, Customer Relationship Management (CRM), Point-of-Sale (POS) and e-Commerce systems | | | | | |
| **TSC Proficiency Description** | **Level 1** | **Level 2** | **Level 3** | **Level 4** | **Level 5** | **Level 6** |
|  | **ICT-MKI-2001-1.1** | **ICT-MKI-3001-1.1** | **ICT-MKI-4001-1.1** | **ICT-MKI-5001-1.1** |  |
|  | Analyse data from CRM, point-of-sale and e-commerce systems and generate relevant customer insights | Organise and synthesise findings from information collected via CRM, point-of-sale, e-commerce systems, assess customer interaction activities and provide insights for continuous improvements | Determine the value in accumulated data from enterprise, CRM, point-of-sale and e-commerce systems and integrate data regarding customer interactions across all touchpoints | Design the framework for consumer intelligence analysis to drive data collection efforts and set specific objectives of consumer intelligence analysis and generate derived measures |  |
| **Knowledge** |  | * Key facts and profiles of target customers * Purchase history from sales and order processing systems * Types of feedback gathered from customer satisfaction surveys * Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems * Data privacy frameworks * Legislative requirements under the Personal Data Protection Act (PDPA) * Understanding of CRM, direct and/or database marketing * Customer identity management theory and techniques | * Key facts and profiles of target customers * Commercial information pertaining to customer activities * Purchase history from sales and order processing systems * Types of feedback gathered from customer satisfaction surveys * Competitor insights and market benchmarks * Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems * Data privacy frameworks * Statistical modelling and data-mining techniques * Understanding of CRM, direct and/or database marketing * Customer identity management theory and techniques * Legislative requirements under the Personal Data Protection Act (PDPA) | * Key facts and profiles of target customers * Commercial information pertaining to customer activities * Purchase history from sales and order processing systems * Types of feedback gathered from customer satisfaction surveys * Competitor insights and market benchmarks * Types of relevant information gathered from Customer Relationship 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 database marketing * Customer identity management theory and techniques * Legislative requirements under the Personal Data Protection Act (PDPA) | * Key facts and profiles of target customers * Commercial information pertaining to customer activities * Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems * Statistical modelling and data-mining techniques * Understanding of Customer Relationship Management (CRM), direct and/or database marketing * Customer identity management theory and techniques * Data privacy frameworks * Legislative requirements under the Personal Data Protection Act (PDPA) * Research standards of excellence and best practices |  |
| **Abilities** |  | * Support relevant extraction of information 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 | * Assess and produce consumer intelligence reports on a regular basis * Draw inferences pertaining to customer insights based on research outcomes * Organise and synthesise findings from information collected via CRM, point-of-sale and e-commerce systems * Assess customer interaction activities and provide insights for continuous improvements | * Oversee the process of 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 and e-commerce systems) * Manage a customer-centric research program that integrates customer and competitor research as well as economic and industry trends | * Design the research 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 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 |  |
| **Range of Application** |  | | | | | |