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| **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 * 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 | * Assess, test and estimate the impact of individual, social and lifestyle influences on consumer behaviour for a given product and/or service * Draw inferences pertaining to customer behaviour based on research outcomes | * Oversee the process of data collection, assessing, understanding and integrating primary quantitative and qualitative customer data * 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 | * Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving marketing activities * 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** |  | | | | | |