

**SKILLS FRAMEWORK FOR FOOD SERVICES  
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Customer Data Analysis					
<b>TSC Description</b>	Devise frameworks for customer data analysis to develop an understanding of customer knowledge and behaviour from various customer touchpoints.					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>	<b>Level 5</b>	<b>Level 6</b>
	<b>FSS-CEX-1038-1.1</b>	<b>FSS-CEX-2038-1.1</b>	<b>FSS-CEX-3038-1.1</b>	<b>FSS-CEX-4038-1.1</b>	<b>FSS-CEX-5038-1.1</b>	
	Collect data regarding customer behaviours and characteristics from customer touchpoints to support analysis	Analyse data from customer touchpoints to generate relevant customer insights pertaining to their behaviours and characteristics	Organise findings from information collected via customer touchpoints to provide insights for continuous improvements	Determine the value in accumulated data from customer touchpoints to integrate this data regarding customer interactions across all touchpoints	Design the framework for consumer behaviour and intelligence analysis to drive data collection efforts and set specific objectives of consumer behaviour and intelligence analysis	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Purchase history from sales and order processing systems</li> <li>• Types of feedback gathered from customer satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Key facts and profiles of target customers</li> <li>• Customer identity management theory and techniques</li> <li>• Concept of seasonal demand and its impact on data</li> <li>• Concept of consumer trends</li> <li>• Characteristics of the target customers' personas</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial information pertaining to customer activities</li> <li>• Types of relevant information gathered from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems</li> <li>• Statistical modelling and data-mining techniques</li> <li>• Understanding of CRM, direct and database marketing</li> <li>• Impact of business competitors on consumer data</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial information pertaining to customer activities</li> <li>• Competitor insights and market benchmarks</li> <li>• Concepts of the customer purchasing journey</li> <li>• Legislative requirements under the Personal Data Protection Act (PDPA)</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial information pertaining to customer activities</li> <li>• Data privacy frameworks</li> <li>• Research standards of excellence and best practices</li> </ul>	
<b>Abilities</b>	<ul style="list-style-type: none"> <li>• Gather relevant target customers' data from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems</li> <li>• Collate feedback gathered from customer satisfaction surveys</li> </ul>	<ul style="list-style-type: none"> <li>• Identify key facts and profiles of target customers</li> <li>• Support relevant extraction of information from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems</li> </ul>	<ul style="list-style-type: none"> <li>• Assess impact of individual, social and lifestyle influences on consumer behaviour and intelligence for products or services</li> <li>• Draw inferences pertaining to customer behaviour and other insights based on research outcomes</li> </ul>	<ul style="list-style-type: none"> <li>• Manage appropriate extraction of information from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems</li> <li>• Manage a customer-centric research program that integrates customers and</li> </ul>	<ul style="list-style-type: none"> <li>• Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving key business decisions and growth strategies</li> <li>• Provide key consumer intelligence and behaviour insights based on research outcomes</li> </ul>	

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		<ul style="list-style-type: none"> <li>Analyse data from CRM, POS and e-commerce systems</li> <li>Generate relevant customer insights from CRM analysis</li> <li>Consolidate information gathered through data collection processes</li> <li>Prepare graphical representation of data patterns</li> </ul>	<ul style="list-style-type: none"> <li>Organise findings from information collected via CRM, POS and e-commerce systems</li> <li>Assess customer interaction activities and provide insights for continuous improvements</li> </ul>	<p>competitor research with economic and industry trends</p> <ul style="list-style-type: none"> <li>Validate data to ensure correctness and appropriateness for further action and business decision making</li> <li>Evaluate organisational capability to respond quickly to consumer demands for products or services based on research outcomes</li> </ul>	<ul style="list-style-type: none"> <li>Benchmark existing research standards with exemplary research standards</li> </ul>	
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