## TSC Category
Customer Experience

## TSC
Customer Data Analysis

## TSC Description
Devises frameworks for customer data analysis to develop an understanding of customer knowledge and behaviour from various customer touchpoints.

<table>
<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
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<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<tbody>
<tr>
<td>FSS-CEX-1038-1.1</td>
<td>FSS-CEX-2038-1.1</td>
<td>FSS-CEX-3038-1.1</td>
<td>FSS-CEX-4038-1.1</td>
<td>FSS-CEX-5038-1.1</td>
<td>Design the framework for consumer behaviour and intelligence analysis to drive data collection efforts and set specific objectives of consumer behaviour and intelligence analysis.</td>
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<tr>
<td>Collect data regarding customer behaviours and characteristics from customer touchpoints to support analysis</td>
<td>Analyse data from customer touchpoints to generate relevant customer insights pertaining to their behaviours and characteristics</td>
<td>Organise findings from information collected via customer touchpoints to provide insights for continuous improvements</td>
<td>Determine the value in accumulated data from customer touchpoints to integrate this data regarding customer interactions across all touchpoints</td>
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### Knowledge
- Purchase history from sales and order processing systems
- Types of feedback gathered from customer satisfaction surveys
- Key facts and profiles of target customers
- Customer identity management theory and techniques
- Concept of seasonal demand and its impact on data
- Concept of consumer trends
- Characteristics of the target customers' personas
- 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 CRM, direct and database marketing
- Impact of business competitors on consumer data
- Commercial information pertaining to customer activities
- Competitor insights and market benchmarks
- Concepts of the customer purchasing journey
- Legislative requirements under the Personal Data Protection Act (PDPA)
- Commercial information pertaining to customer activities
- Data privacy frameworks
- Research standards of excellence and best practices

### Abilities
- Gather relevant target customers' data from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems
- Collate feedback gathered from customer satisfaction surveys
- Identify key facts and profiles of target customers
- Support relevant extraction of information from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems
- Assess impact of individual, social and lifestyle influences on consumer behaviour and intelligence for products or services
- Draw inferences pertaining to customer behaviour and other insights based on research outcomes
- Manage appropriate extraction of information from customer relationship management (CRM), point-of-sale (POS) and e-commerce systems
- Manage a customer-centric research program that integrates customers and
- Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving key business decisions and growth strategies
- Provide key consumer intelligence and behaviour insights based on research outcomes
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<tr>
<th></th>
<th>Analyse data from CRM, POS and e-commerce systems</th>
<th>Generate relevant customer insights from CRM analysis</th>
<th>Consolidate information gathered through data collection processes</th>
<th>Prepare graphical representation of data patterns</th>
<th>Organise findings from information collected via CRM, POS and e-commerce systems</th>
<th>Assess customer interaction activities and provide insights for continuous improvements</th>
<th>Validate data to ensure correctness and appropriateness for further action and business decision making</th>
<th>Benchmark existing research standards with exemplary research standards</th>
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<td>competitor research with economic and industry trends</td>
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