

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

<b>TSC Category</b>	Customer Experience					
<b>TSC</b>	Customer Acquisition and Relationship Management					
<b>TSC Description</b>	Develop customer acquisition strategies to foster customer relationships and attract new customers.					
<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-2037-1.1</b>	<b>FSS-CEX-3037-1.1</b>	<b>FSS-CEX-4037-1.1</b>	<b>FSS-CEX-5037-1.1</b>	
		Analyse target customers' characteristics to anticipate customer demands	Generate insights to inform customer acquisition programmes and increase customer bases	Develop customer acquisition and relationship establishment strategies	Drive customer acquisition strategies to attract new customers	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>Customer acquisition plans</li> <li>Methods to build customer relationships</li> <li>Methods to generate customer acquisition reports</li> <li>Criteria for identifying customer preferences and needs</li> <li>Ways to identify customer acquisition rates</li> </ul>	<ul style="list-style-type: none"> <li>Customer acquisition plans</li> <li>Objectives of customer acquisition programmes</li> <li>Types of returns on investment (ROI) from customer acquisition programmes</li> </ul>	<ul style="list-style-type: none"> <li>Customer acquisition frameworks</li> <li>Customer acquisition strategies</li> <li>Importance of building customer relationships and increasing customer acquisition rate</li> <li>Costs of customer acquisition programmes</li> </ul>	<ul style="list-style-type: none"> <li>Evolving technologies and technology platforms</li> <li>Target markets and market profiles</li> <li>key performance indicators and performance metrics to evaluate customer acquisition management</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>Collect data on target customers' characteristics</li> <li>Analyse data from relevant sources to identify target customers' personal preferences</li> <li>Conduct research to support identification of target customers' characteristics</li> <li>Prepare customer acquisition reports</li> <li>Identify customer preferences and needs based on customer purchases</li> </ul>	<ul style="list-style-type: none"> <li>Draw inferences gathered from past performance of customer acquisition programmes</li> <li>Profile target customers' characteristics based on analysis findings and past customer acquisition programmes</li> <li>Carry out research on customer insights and behaviours to understand new customer profiles</li> <li>Execute customer acquisition programmes</li> <li>Provide recommendations for improvement in customer acquisition programmes</li> </ul>	<ul style="list-style-type: none"> <li>Review existing customer acquisition and retention plans</li> <li>Develop research construct on customer insights and customer behaviours to understand new customer profiles</li> <li>Determine customer segments to acquire</li> <li>Determine personal preferences and needs of targeted customers within market segments</li> <li>Establish customer acquisition plans to acquire new customers</li> <li>Manage customer relationships to attract new customers</li> <li>Evaluate customer responses to determine if</li> </ul>	<ul style="list-style-type: none"> <li>Develop customer acquisition strategies</li> <li>Devise customer acquisition management systems and models to acquire customers</li> <li>Identify target markets to define market profiles</li> <li>Manage operational plan development to support achievement of customer acquisition strategies</li> <li>Determine key performance indicators to evaluate customer acquisition management</li> <li>Identify performance metrics to measure the effectiveness of customer acquisition management</li> </ul>	

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				customer needs and expectations are met <ul style="list-style-type: none"><li>• Develop progress reports of relevant stakeholders for endorsement purposes</li></ul>	<ul style="list-style-type: none"><li>• Establish mechanisms to collate and report customer acquisition data</li></ul>	
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