

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Customer Acquisition and Retention					
TSC	Customer Acquisition Management					
TSC Description	Develop customer acquisition strategies as well as foster customer relationships to attract new customers					
TSC Proficiency Description	Level 1	Level 2 RET-CAR-2001-1.1	Level 3 RET-CAR-3001-1.1	Level 4 RET-CAR-4001-1.1	Level 5 RET-CAR-5001-1.1	Level 6
		Collect data pertaining to target customers' characteristics, conduct analysis and prepare reports to present initial findings	Evaluate findings and draw inferences gathered from past performances to generate insights on target customer characteristics to increase customer base	Develop customer acquisition strategies to build new customer relationships.	Set and drive customer acquisition strategies to attract customers	
Knowledge		<ul style="list-style-type: none"> Customer acquisition plans Methods to build customer relationships Methods to generate customer acquisition reports Criteria for identifying customer preferences and needs Ways to identify customer acquisition rate 	<ul style="list-style-type: none"> Customer acquisition plans Objectives of customer acquisition programmes Types of Return on Investment (ROI) from customer acquisition programmes 	<ul style="list-style-type: none"> Customer acquisition frameworks Customer acquisition strategies Importance of building customer relationships and increasing customer acquisition rate Costs of customer acquisition programmes 	<ul style="list-style-type: none"> Customer acquisition frameworks Customer acquisition strategies Importance of building customer relationships and increasing customer acquisition rate Costs of customer acquisition programmes Evolving technologies and/or technology platforms 	
Abilities		<ul style="list-style-type: none"> Conduct necessary research to support identification of target customers' characteristics Prepare and generate customer acquisition reports Identify customer preferences and needs Identify special events and anticipating customer demands Gather data from current database and other relevant sources to identify personal preferences of target customers Participate in tasks relating to generating and preparing customer acquisition reports 	<ul style="list-style-type: none"> Execute customer acquisition programmes Synthesise target customer characteristics based on past performances Provide recommendations for improvement in customer acquisition programmes Carry out research on customer insights and behaviours to understand new customer profiles Perform customer behaviour analysis 	<ul style="list-style-type: none"> Review existing customer acquisition and retention plans Develop research construct on customer insights and customer behaviours to understand new customer profiles Confirm customer segments to acquire. Determine personal preferences and needs of targeted customers within market segments. Establish customer acquisition plans to acquire new customers Manage and foster customer relationships to attract new customers. Evaluate customer responses to determine if 	<ul style="list-style-type: none"> Develop customer acquisition strategies Devise customer acquisition management systems and models to acquire customers. Identify target markets and define the market profiles Guide operational plan development to support achievement of customer acquisition strategies Set key performance indicators to evaluate customer acquisition management Identify performance metrics to measure the effectiveness of customer acquisition management Establish mechanisms to 	

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				customer needs and expectations are met • Report progress to relevant stakeholders for endorsement purposes	collate and report customer acquisition data.	
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