

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

TSC Category	Customer Acquisition and Retention					
TSC	Customer Loyalty and Retention Strategy Formulation					
TSC Description	Formulate and implement customer loyalty and retention strategies based on data from customer relationship management					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
				RET-CAR-4002-1.1	RET-CAR-5002-1.1	RET-CAR-6002-1.1
				Manage customer loyalty and retention programmes and evaluate customer relationship information to measure effectiveness of programmes	Develop strategies to build customer loyalty and retention programmes	Articulate customer loyalty and retention strategies and determine objectives in promoting long-term partnerships of mutual benefits with target customers
Knowledge				<ul style="list-style-type: none"> • Methods to build customer loyalty and retention • Customer loyalty and retention framework • Commercial benefits of building customer relationships and loyalty • Aspects of consumer and privacy laws relevant to customer interactions • Methods to anticipate customer preferences, needs and expectations • Professional service standards and industry best practices • Essential features and uses of customer databases 	<ul style="list-style-type: none"> • Methods to build customer loyalty and retention • Customer loyalty and retention framework • Commercial benefits of building customer relationships and loyalty • Aspects of consumer and privacy laws relevant to customer interactions • Methods to anticipate customer preferences, needs and expectations • Professional service standards and industry best practices • Essential features and uses of customer databases 	<ul style="list-style-type: none"> • Methods to build customer loyalty and retention • Customer loyalty and retention framework • Commercial benefits of building customer relationships and loyalty • Aspects of consumer and privacy laws relevant to customer interactions
Abilities				<ul style="list-style-type: none"> • Manage customer loyalty and retention programmes • Monitor customer loyalty and retention programmes execution • Convert customers to brand advocates through exemplary customer service • Provide tailored recommendations for products and/or services 	<ul style="list-style-type: none"> • Provide information pertaining to promotional activities, products and/or services and brand management in building customer loyalty and retention strategies • Identify trends in customer demands for products and/or services and communicate with relevant personnel to ensure availability 	<ul style="list-style-type: none"> • Provide feedback on areas for improvement to enhance effectiveness of organisational corporate governance management • Establish performance metrics to evaluate the effectiveness of customer acquisition and retention strategy formulation • Develop customer loyalty and retention strategies • Guide operational plan

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				based on known target customer needs	<ul style="list-style-type: none"> • Develop customer loyalty and retention plans • Establish and implement customer loyalty and retention programmes 	development to support achievement of customer loyalty and retention strategies <ul style="list-style-type: none"> • Set key performance indicators to evaluate customer loyalty and retention management
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