

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

TSC Category	Market Intelligence					
TSC	Consumer Intelligence Analysis					
TSC Description	Devise frameworks for consumer intelligence analysis to develop an understanding of customer knowledge from various customer touch points, for example, Customer Relationship Management (CRM), Point-of-Sale (POS) and e-Commerce systems					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
	RET-MKI-1001-1.1	RET-MKI-2001-1.1	RET-MKI-3001-1.1	RET-MKI-4001-1.1	RET-MKI-5001-1.1	
	Collect data regarding customers from CRM, point-of-sale and e-commerce systems to support consumer intelligence analysis	Analyse data from CRM, point-of-sale and e-commerce systems and generate relevant customer insights	Organise and synthesise findings from information collected via CRM, point-of-sale, e-commerce systems, assess customer interaction activities and provide insights for continuous improvements	Determine the value in accumulated data from enterprise, CRM, point-of-sale and e-commerce systems and integrate data regarding customer interactions across all touchpoints	Design the framework for consumer intelligence analysis to drive data collection efforts and set specific objectives of consumer intelligence analysis and generate derived measures	
Knowledge	<ul style="list-style-type: none"> • Key facts and profiles of target customers • Purchase history from sales and order processing systems • Types of feedback gathered from customer satisfaction surveys • Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems • Data privacy frameworks • Legislative requirements under the Personal Data Protection Act (PDPA) 	<ul style="list-style-type: none"> • Key facts and profiles of target customers • Purchase history from sales and order processing systems • Types of feedback gathered from customer satisfaction surveys • Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems • Data privacy frameworks • Legislative requirements under the Personal Data Protection Act (PDPA) • Understanding of CRM, direct and/or database marketing • Customer identity management theory and techniques 	<ul style="list-style-type: none"> • Key facts and profiles of target customers • Commercial information pertaining to customer activities • Purchase history from sales and order processing systems • Types of feedback gathered from customer satisfaction surveys • Competitor insights and market benchmarks • Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems • Data privacy frameworks • Statistical modelling and data-mining techniques • Understanding of CRM, direct and/or database marketing • Customer identity management theory and techniques • Legislative requirements under the Personal Data Protection Act (PDPA) 	<ul style="list-style-type: none"> • Key facts and profiles of target customers • Commercial information pertaining to customer activities • Purchase history from sales and order processing systems • Types of feedback gathered from customer satisfaction surveys • Competitor insights and market benchmarks • Types of relevant information gathered from Customer Relationship Management (CRM), Point-of-Sale (POS) and e-commerce systems • Data privacy frameworks • Statistical modelling and data-mining techniques • Understanding of Customer Relationship Management (CRM), direct and/or database marketing • Customer identity management theory and techniques • Legislative requirements under the Personal Data Protection Act (PDPA) 	<ul style="list-style-type: none"> • Key facts and profiles of target customers • 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 Customer Relationship Management (CRM), direct and/or database marketing • Customer identity management theory and techniques • Data privacy frameworks • Legislative requirements under the Personal Data Protection Act (PDPA) • Research standards of excellence and best practices 	

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<p>Abilities</p>	<ul style="list-style-type: none"> • Collate relevant target customers' data from various sources (e.g. CRM, point-of-sale and e-commerce systems) • Collate and document feedback gathered from customer satisfaction surveys • Identify key facts and profiles of target customers 	<ul style="list-style-type: none"> • Support relevant extraction of information from various sources (e.g. CRM, point-of-sale and e-commerce systems) • Analyse data from CRM, point-of-sale and e-commerce systems • Generate and provide relevant customer insights from CRM analysis 	<ul style="list-style-type: none"> • Assess and produce consumer intelligence reports on a regular basis • Draw inferences pertaining to customer insights based on research outcomes • Organise and synthesise findings from information collected via CRM, point-of-sale and e-commerce systems • Assess customer interaction activities and provide insights for continuous improvements 	<ul style="list-style-type: none"> • Oversee the process of data collection, assessing, understanding and integrating primary quantitative and qualitative customer data • Manage appropriate extraction of information from relevant sources (e.g. CRM, point-of-sale and e-commerce systems) • Manage a customer-centric research program that integrates customer and competitor research as well as economic and industry trends 	<ul style="list-style-type: none"> • Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving key business decisions and growth strategies • Provide leadership, guidance and support in developing framework for data collection, assessing, understanding and integrating primary quantitative and qualitative customer data • Provide key consumer intelligence insights based on research outcomes • Ensure effective planning, execution, utilisation and budgeting of the research efforts 	
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