

**SKILLS FRAMEWORK FOR HOTEL AND ACCOMMODATION SERVICES
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Sales and Marketing					
TSC	Customer Behaviour Analysis					
TSC Description	Devise customer behaviour analysis tools and approaches and perform analyses on information pertaining to customer behaviours					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		HAS-MKI-2002-1.1-1	HAS-MKI-3002-1.1-1	HAS-MKI-4002-1.1-1	HAS-MKI-5002-1.1-1	
		Collect data on customer behaviours and characteristics based on established research frameworks and historical data	Analyse data to develop insights pertaining to customer behaviours such as how marketing activities may be impacted to increase customer base	Manage activities to carry out customer behaviour analyses and present findings and recommendations pertaining to possible changes in marketing activities to influence target consumers	Establish customer behaviour analysis models and frameworks and devise parameters to identify types of customer characteristics essential to make informed decisions pertaining to changes in marketing activities	
Knowledge		<ul style="list-style-type: none"> Key facts and profiles of target customers Cultural aspects of the target customers Characteristics of target customers' personas 	<ul style="list-style-type: none"> Key facts and profiles of target customers Cultural aspects of the target customers Characteristics of the target customers' personas Types of applied behaviour analysis Variables that influence purchasing behaviour 	<ul style="list-style-type: none"> Key facts and profiles of target customers Concepts of the customer purchasing journey Cultural aspects of the target customers Characteristics of the target customers' personas Variables that influence purchasing behaviour Customer identity management theory and techniques 	<ul style="list-style-type: none"> Key facts and profiles of target customers Concepts of the customer purchasing journey Cultural aspects of the target customers Characteristics of the target customers' personas Types of applied behaviour analysis Variables that influence purchasing behaviour Customer identity management theory and techniques Research standards of excellence and best practices 	
Abilities		<ul style="list-style-type: none"> Gather information pertaining to target customers in accordance with research frameworks Consolidate information gathered through data collection processes Maintain integrity of data collected 	<ul style="list-style-type: none"> Analyse information pertaining to target customers in accordance with the research frameworks Prepare graphical representation of data patterns 	<ul style="list-style-type: none"> Design the research methodologies, outcomes and strategies to leverage the voice of the customer in driving marketing activities Oversee the processes of data collection, assessing, understanding 	<ul style="list-style-type: none"> Review the research methodologies, outcomes and strategies to leverage the voice of the customer in driving marketing activities Provide leadership, guidance and support in developing frameworks 	

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		<ul style="list-style-type: none"> • Prepare graphical representations of data patterns • Prepare reports to present data and document information in a systematic manner • Support the conduct of data analysis 	<ul style="list-style-type: none"> • Assess the impact of individual, social and lifestyle influences on consumer behaviours for a given product and/or service • Draw inferences pertaining to customer behaviours based on research outcomes • Propose improvements and/or changes to business operations based on insights obtained from analyses of customer behaviours 	<p>and integrating primary quantitative and qualitative customer data</p> <ul style="list-style-type: none"> • Manage customer-centric research programmes that integrate economic and industry trends into the analyses • Evaluate organisational capability to respond quickly to consumer demand for products and/or services based on research outcomes • Recommend improvement areas and/or changes to business operations 	<p>for data collection, assessing, understanding and integrating primary quantitative and qualitative customer data</p> <ul style="list-style-type: none"> • Provide key consumer behaviour insights based on research outcomes • Ensure effective planning, execution, utilisation and budgeting of the research efforts • Review improvements and/or changes to business operations 	
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