

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Business Development, Sales and Marketing					
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	Level 3 TOU-CFC-3022-1.1-1	Level 4 TOU-CFC-4022-1.1-1	Level 5 TOU-CFC-5022-1.1-1	Level 6
			Evaluate findings and draw inferences gathered from past performances to generate insights on target customer characteristics to increase customer base	Develop customer acquisition plans to build new customer relationships	Lead development and evaluation of customer acquisition strategies and plans	
Knowledge			<ul style="list-style-type: none"> • Customer acquisition plans • Objectives of customer acquisition programmes • Types of return on investment from customer acquisition programmes • Techniques for building customer relationships • Techniques to convert leads • Techniques to analyse customer preferences and needs 	<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 • Principles of customer segmentation analysis • Quantitative techniques to calculate return on investment from customer acquisition programmes 	<ul style="list-style-type: none"> • Evolving technologies and/or technology platforms • Techniques to analyse return on investment • Evaluative techniques of customer acquisition strategies • Impact of customer acquisition strategies on strategic objectives 	
Abilities			<ul style="list-style-type: none"> • Execute customer acquisition programmes • Follow up leads to increase potential customer base • Generate leads based on targeted customer characteristics • Provide inputs for improvement in customer acquisition programmes 	<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 • Recommend customer segments to acquire 	<ul style="list-style-type: none"> • Develop customer acquisition strategies • Endorse customer acquisition management systems and models to acquire customers • Define target markets and the market profiles • Confirm customer segments to acquire 	

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			<ul style="list-style-type: none"> • Carry out research on customer insights and behaviours to understand new customer profiles • Perform customer behaviour analyses • Analyse customer preferences and needs 	<ul style="list-style-type: none"> • 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 customer needs and expectations are met 	<ul style="list-style-type: none"> • Guide operational plan development to support achievement of customer acquisition strategies • Evaluate return on investment of customer acquisition programmes • Review key performance indicators to evaluate customer acquisition management • Evaluate alignment of customer acquisition strategies to strategic objectives • Identify performance metrics to measure the effectiveness of customer acquisition management • Establish mechanisms to collate and report customer acquisition data 	
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