

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

<b>TSC Category</b>	Business Development, Sales and Marketing					
<b>TSC</b>	Customer Loyalty and Retention Strategy Formulation					
<b>TSC Description</b>	Develop and manage customer loyalty and retention strategies based on data from customer relationship management					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b> <b>TOU-CFC-3023-1.1-1</b>	<b>Level 4</b> <b>TOU-CFC-4023-1.1-1</b>	<b>Level 5</b> <b>TOU-CFC-5023-1.1-1</b>	<b>Level 6</b>
			Analyse customer data to support development and execution of customer loyalty and retention programmes	Develop strategies and programmes to build customer loyalty and retention and manage their execution	Evaluate and endorse strategies and programmes to build and improve customer loyalty and retention	
<b>Knowledge</b>			<ul style="list-style-type: none"> <li>Customer relationship management analysis methods</li> <li>Types of customer loyalty motivation</li> <li>Methods to analyse customer feedback</li> <li>Guidelines for consumer and privacy laws relevant to customer interactions</li> <li>Relationship between service standards and customer loyalty and retention</li> </ul>	<ul style="list-style-type: none"> <li>Methods to build customer loyalty and retention</li> <li>Customer loyalty and retention frameworks</li> <li>Methods to anticipate customer preferences, needs and expectations</li> <li>Aspects of consumer and privacy laws relevant to customer interactions</li> <li>Professional service standards and industry best practices</li> <li>Essential features and uses of customer databases</li> </ul>	<ul style="list-style-type: none"> <li>Relationship between customer loyalty and retention and sales performance</li> <li>Commercial benefits of building customer relationships and loyalty</li> <li>Techniques to evaluate customer loyalty and retention programmes</li> <li>Techniques to analyse Return on Investment (ROI) of customer loyalty and retention programmes</li> </ul>	
<b>Abilities</b>			<ul style="list-style-type: none"> <li>Identify trends in demand of products and services</li> <li>Analyse customer needs and preferences from customer relationship models and customer feedback</li> <li>Provide inputs to development of organisation's customer loyalty and retention programmes</li> </ul>	<ul style="list-style-type: none"> <li>Develop customer loyalty and retention programmes and strategies</li> <li>Manage customer loyalty and retention programmes execution</li> <li>Review organisation's ability to meet customers' anticipated demands</li> <li>Develop organisational customer service</li> </ul>	<ul style="list-style-type: none"> <li>Evaluate impact of customer loyalty and retention programmes on sales performance</li> <li>Evaluate cost and relevance of customer loyalty and retention programmes</li> <li>Lead improvements to customer loyalty and retention programmes</li> </ul>	

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			<ul style="list-style-type: none"> <li>• Convert customers to brand advocates through exemplary customer service</li> <li>• Provide tailored recommendations for products and services based on known target customer needs</li> </ul>	<ul style="list-style-type: none"> <li>standards from industry best practices</li> <li>• Review tailored recommendations of products and services according to customer needs</li> </ul>	<ul style="list-style-type: none"> <li>• Set key performance indicators for customer loyalty and retention programmes</li> </ul>	
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