<table>
<thead>
<tr>
<th>TSC Category</th>
<th>Customer Relationship and Stakeholder Management</th>
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<tbody>
<tr>
<td>TSC</td>
<td>Customer Acquisition Management</td>
</tr>
<tr>
<td>TSC Description</td>
<td>Develop customer acquisition strategies as well as foster customer relationships to attract new customers</td>
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<thead>
<tr>
<th>TSC Proficiency Description</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
<th>Level 5</th>
<th>Level 6</th>
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<td>FSE-CFC-3022-1.1-1</td>
<td>FSE-CFC-4022-1.1-1</td>
<td>FSE-CFC-5022-1.1-1</td>
<td>Lead development and evaluation of customer acquisition strategies and plans</td>
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<td></td>
<td>Evaluate findings and draw inferences gathered from past performance to generate insights on target customer characteristics to increase customer base</td>
<td>Develop customer acquisition plans to build new customer relationships</td>
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Knowledge

- Customer acquisition plans
- Objectives of customer acquisition programmes
- Types of Return on Investment (ROI) from customer acquisition programmes
- Techniques for building customer relationships
- Techniques to convert leads
- Techniques to analyse customer preferences and needs
- Types of customers and their key differences
- Sources of potential customers
- 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 (ROI) from customer acquisition programmes
- Evolving technologies and/or technology platforms
- Techniques to analyse Return on Investment (ROI)
- Evaluative techniques of customer acquisition strategies
- Impact of customer acquisition strategies on strategic objectives

Abilities

- Execute customer acquisition programmes
- Follow up leads to increase potential customer base
- Generate leads based on targeted customer characteristics
- 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
- 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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<table>
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<tr>
<th>SKILLS FRAMEWORK FOR FINANCIAL SERVICES</th>
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<tr>
<td>TECHNICAL SKILLS AND COMPETENCIES (TSC)</td>
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<td>REFERENCE DOCUMENT</td>
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- Provide inputs for improvement in customer acquisition programmes
- Carry out research and analysis on customer insights and behaviours, to understand new customer profiles and the preferences and needs of various customer segments
- Provide customers with value-added services relevant to their needs and industries
- Secure the commitment of walk-in retail customers to open retail banking accounts, by identifying customers relevant banking needs and relating them to retail banking services

- Determine personal preferences and needs of targeted customers within market segments
- Establish customer acquisition plans to acquire new customers
- Manage and develop customer relationships and maintain customer confidentiality, to ensure credibility and attract new customers
- Evaluate customer responses to determine if customer needs and expectations are met

- Guide operational plan development to support achievement of customer acquisition strategies
- Evaluate ROI 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