<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 Behaviour Analysis</td>
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<tr>
<td>TSC Description</td>
<td>Devise customer behaviour analysis tools and approaches, to perform analysis on information pertaining to customer behaviours, leading to improved customer recommendations</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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<tr>
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<td>FSE-MKI-3002-1.1-1</td>
<td>FSE-MKI-4002-1.1-1</td>
<td>FSE-MKI-5002-1.1-1</td>
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<tr>
<td>Analyse data to develop insights pertaining to customer behaviour to drive an increase in customer base</td>
<td>Manage activities to carry out customer behaviour analysis and present findings and recommendations</td>
<td>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</td>
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### Knowledge
- Key facts and profiles of target customers
- Types of applied behaviour analysis
- Types of behavioural biases
- Customer segmentation criteria
- Concepts of the customer purchasing journey
- Cultural aspects of the target customers
- Characteristics of the target customers’ personas
- Variables that influence purchasing and/or investing behaviour
- Customer identity management theory and techniques
- Research standards of excellence and best practices
- Laws and regulations related to customer privacy
- Techniques for customer behaviour insight generation from predictive analytics
- Implementation strategies for execution of changes derived from customer behaviour research

### Abilities
- Analyse information pertaining to target customers in accordance with the research frameworks
- Prepare graphical representation of data patterns
- Draw inferences pertaining to customer
- Recommend approaches for mitigating behavioural biases
- Develop frameworks for classifying customer types
- Assess quantitative and qualitative customer data to understand opportunities for
- Review research methodologies for determining customer behaviours
- Predict outcomes and strategies to leverage the voice of the customer in driving marketing activities
| behaviours based on research outcomes | integration into decision making | • Drive the development of frameworks for data collection  
• Provide key customer behaviour insights based on research outcomes  
• Ensure effective planning, execution, utilisation and budgeting for customer behaviour research efforts  
• Review improvements and/or changes to business strategies in alignment with customer behaviour changes  
• Develop organisational guidelines on customer data privacy according to laws and regulations |
| Identify areas of business operations that may be impacted, using insights derived from customer behaviour analyses  
Identify common behavioural biases in decision-making  
Communicate categorised customer types | • Roll out guidelines on customer data privacy  
• Determine data necessary for customer behaviour analysis  
• Analyse the impact of individual, social and lifestyle influences on customer behaviour for products and/or services  
• Propose insights based on research outcomes  
• Articulate how changes in customer behaviours will impact business strategies |
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