Customer data analytics are fast emerging as one of the cornerstone activities involving enterprise systems to evaluate and manage customer relationships and equity in business organizations. Customers are the most valuable asset of many companies. To capitalise on this asset, customer data analytics help to answer questions such as who are the most valuable customers, what products your customers will buy, where and when a customer purchase will occur, who will respond to your marketing offers or online advertisements, what is the ROI of a social marketing campaign, etc.

This course aims to introduce concepts in customer relationship management (CRM), systems and software for analyzing customer data, data analytic tools and database marketing techniques to evaluate customer data and relationships.

**Programme Benefits**
- Understand the conceptual foundations of customer relationship management (CRM)
- Know systems, technologies and software for customer data analytics and CRM
- Apply data analytic tools and database marketing techniques to evaluate and manage customer relationships
**Programme Outline**

**Use Information Systems to Support Sales and Marketing Activities (Day 1)**
- Differentiate between types of marketing databases and information systems
- Know applications of database marketing for CRM
- Understand processes involved in customer data analytics and data mining

**Analyse Marketing Strategy (Day 1)**
- Understand the 3Cs of marketing: customer, company, competitors
- Know marketing strategy analysis research, data collection and analysis methods
- Understand issues in public policy and ethics of marketing strategy and research

**Build and Maintain Effective Customer Relationship (Day 2)**
- Understand definition, process, conceptualizations and objectives of CRM
- Know components, frameworks and options for CRM strategy implementation
- Understand types of customer-based metrics
- Understand factors affecting customer satisfaction and loyalty behaviours

**Assess Marketing Opportunities Within International (Day 2)**
- Understand a company’s microenvironment and macroenvironment
- Assess needs and develop sources of marketing information for customer analytics
- Know foundations of statistical modeling and inference for customer analysis (Part 1)
- Understand and apply data analytic methods for customer evaluation (Part 1)

**Build and Deliver Customer Service and Customer Care Support (Day 3)**
- Understand objectives and design characteristics of customer loyalty programmes
- Know marketing communication channel trends and opportunities for CRM
- Understand dimensions of customer privacy and data protection
- Discuss marketing strategies and models for customer management

**Establish and Track the Organisation’s Market Position (Day 3)**
- Understand the economics of CRM and database marketing
- Know foundations of statistical modeling and inference for customer analysis (Part 2)
- Understand and apply data analytic methods for customer evaluation (Part 2)
- Know and apply predictive or explanatory customer models for CRM in markets

**Lead Faculty**

Dr. Goh Khim Yong is an Assistant Professor in the Department of Information Systems at the National University of Singapore (NUS). He received his Ph.D. degree in Business Administration (Marketing) from the University of Chicago, Booth School of Business. He holds a B.Sc. (First Class Honours) degree in Computer and Information Sciences and a M.Sc. degree in Information Systems from the National University of Singapore. Prior to embarking his doctoral study, he was an IT consultant in the industry and a research scholar in the university.

His teaching experience spans class instructorships for undergraduate and graduate level courses (Econometrics for Information Systems Research, IT Marketing, IT and Customer Relationship Management, and Economics of E-Business), and teaching assistantships for MBA courses (Marketing Management and Pricing Strategies).

His research interests include marketing and advertising in digital media environments, economics of information systems, consumer and firm behaviours in markets with network and social interaction effects. His research work has been published in top-ranked journals such as Management Science and Journal of Marketing Research, and in premier international conferences such as the International Conference on Information Systems and the INFORMS Marketing Science Conference.

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