

NICF – Customer Data Analytics

For Whom

Data/ Information Analyst, Senior Information Analyst, Information Development Manager, Business Analyst

Prerequisites

Knowledge of basic information systems, marketing, and statistics concepts

Duration

3 days

Subsidized Cost

S\$963.00*

*Nett fee, after government funding and inclusive of 7% GST.
Terms and conditions apply.

Venue

STMI@NUS
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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

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. Ke-Wei Huang is an Assistant Professor in the Department of Information Systems at School of Computing, National University of Singapore (NUS). Dr. Huang received his Ph.D. in Information Systems (2007) and M.Sc. (with honors) in Information Systems (2002) from the Stern School of Business at New York University, and his M.B.A. in Finance (1997) and B.Sc. in Electrical Engineering (1995) from National Taiwan University.

His field of specialization and research is the economics of information systems, pricing information goods, e-commerce personalization strategies, and text mining applications in finance. His works have been published in Information Systems Research, Strategic Management Journal, Production and Operations Management, Quantitative Marketing and Economics, Journal of Economics & Management Strategy, IEEE Transaction on Engineering Management, Decision Support Systems, and ACM Transactions on MIS.