

IT BEGINS WITH **NUS** SERIES

CUSTOMER INSIGHTS BEGIN WITH ME



In the digital economy, where the new media is becoming increasingly fragmented and customers are being bombarded constantly by information, meeting their expectations has never been more complex. Now, customers are making decisions quicker, and many companies find themselves powerless in influencing such decisions. The prime reason is simple: the transparency of the web has changed the business game forever. Customers are empowered and dictate what they want, when and where they want it. Following Google's philosophy, "**focus on the customer and all else will follow**" many organisations are becoming more customer-centric.

This programme will enable you to embark on a journey of revisiting and co-designing your customer-centric strategies in 1 day.

DATE

12 January 2018

DURATION

9.00am to 5.30pm

VENUE

National University of
Singapore

REGISTER NOW!

Registration will close 5
working days prior to
programme commencement
date

PROGRAMME OUTLINE

Step 1 - Approach

Leveraging the power of data analytics, you can get closer to your customers and understand their preferences and buying patterns. First, you will identify and define a business problem that can be solved by using external and internal customer data. Following that, you will learn and practice relevant data collection and analytical methods to solve those problems. Critical issues such as "when to use what techniques", and "which is the best tool" will be addressed.

Step 2 - Create

Using historical data is a double-edged sword. Although we can learn from the past, it will also hinder our creative thinking and progress. Arguably, historical data often fails in predicting customers' future needs. Most customer breakthroughs originate from a unique 'insight' – the identification of an unmet need. To create a customer insight for tomorrow, we need to understand problems from a human perspective, and to find meaningful purpose behind innovation. Guided by behavioural research, you will learn new ways to uncover insights behind what customers need and desire and practise relevant techniques in searching for novelty and usefulness of customer insights.



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PROGRAMME OUTLINE (cont.)

Step 3 - Validate

There are huge economical and social implications if your customer insights are wrong. For the purpose of validation and evaluation, examples and methods will be introduced to design and conduct **Action Research** in a simple way. You will see quick results of small-scale experiments and fine-tune your customer insights, to reduce business risks and uncertainties.

WHO SHOULD ATTEND

Professionals and managers who make strategic decisions on customer relationship management, customer service and customer experience design.

The “Customer Focus Begins with Me ” workshop can be adapted to and customized for different industries and sectors. We welcome you to bring in your own business problems, concerns and customer data to co-create a new and promising customer focus.

ABOUT THE INSTRUCTOR



Dr Guo Lei is an active researcher and educator in behavioural research, data analytics, and service innovation, with international experience in delivering applied research and practice-based learning programmes with successful results. She has particular experience in tackling complex challenges through design thinking, business analytics and strategic communications. Dr Guo is also an accomplished author, having publications in both academic and professional domains.

She has worked with clients in sectors such as transport, public service, banking, retail, gaming, support services and infocomm. Previous clients include Land Transport Authority of Singapore, Singapore Public Transport Council, Singapore National Library Board, Info-communications Development Authority of Singapore, United Overseas Bank, Bank of China, China Agricultural Bank, Club 21, CapitaLand, Singapore Pools, UK BAE Systems, China Mobile, and Wuxi Municipal Government China.



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FEES & FUNDING

	International Participants	Singapore Citizens ¹			Singapore PRs	Enhanced Training Support for SMEs ⁴
		21 to 39 years old	40 years or older ²	Eligible for WTS ³	≥ 21 years old	
Full Programme Fee	S\$750.00	S\$750.00	S\$750.00	S\$750.00	S\$750.00	S\$750.00
Less: SSG Grant Amount	-	(S\$525.00)	(S\$525.00)	(S\$525.00)	(S\$525.00)	(S\$525.00)
Nett Programme Fee	S750.00	S\$225.00	S\$225.00	S\$225.00	S\$225.00	S\$225.00
7% GST on Nett Programme Fee	S\$52.50	S\$15.75	S\$15.75	S\$15.75	S\$15.75	S\$15.75
Total Nett Programme Fee Payable, Including GST	S\$802.50	S\$240.75	S\$240.75	S\$240.75	S\$240.75	S\$240.75
Less Additional Funding if Eligible Under Various Schemes	-	-	(S\$150.00)	(S\$187.50)	-	(S\$150.00)
Total Nett Programme Fee Payable, Including GST, after additional funding from the various funding schemes	S\$802.50	S\$240.75	S\$90.75	S\$53.25	S\$240.75	S\$90.75

¹ All self-sponsored Singaporeans aged 25 and above can use their \$500 SkillsFuture Credit to pay for the programme. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to select the programme.

² Mid-Career Enhanced Subsidy - Singaporeans aged 40 and above may enjoy subsidies up to 90% of the programme fee.

³ Workfare Training Support (WTS) - Singaporeans aged 35 and above (13 years and above for persons With disabilities) and earn not more than S\$2,000 per month, may enjoy subsidies up to 95% of the programme fee.

⁴ Enhanced Training Support for SMEs (ETSS) - SME-sponsored employees (Singaporean Citizens and PRs) may enjoy subsidies up to 90% of the programme fee. For more information, visit www.ssg.gov.sg/programmes-and-initiatives/training/enhanced-training-support-for-smes.html.

⁵ Eligible organisations (excluding government entities) may apply for the absentee payroll funding via SkillsConnect at www.skillsconnect.gov.sg for Singaporean/permanent resident participants attending the programme during working hours. The absentee payroll funding is computed at 80% of hourly basic salary capped at \$4.50 per hour or \$7.50 per hour for SME or 95% of hourly basic salary for WTS. For more information, visit <https://www.skillsconnect.gov.sg/sop/portal/e-Services/For%20Employers/AbsenteePayroll.jsp>

