

TECHNOLOGY & ENGINEERING SERIES

DATA-DRIVEN CUSTOMER EXPERIENCE



Customer experience happens every offline interaction to online transaction. A good customer experience drives customer retention, brand loyalty and revenue growth. There are many routes to improve your customer experience management, such as doing better customer service based on experience, as well as evidence from data. The old management adage tells us “you cannot manage what you do not measure”.

This 2-day programme will enable you to take advantage of data analytics to understand what really matters to a customer. The tools metrics to assess customer touchpoints and data points against which you can track and analyse are included in the programme. This will demonstrate accountability and allow you to better understand, act on and align efforts in customer experience management.

DATE

19 - 20 April 2018

DURATION

2 Days; 9.00am to 5.30pm daily

VENUE

**National University of
Singapore**

REGISTER NOW!

**Registration will close 5
working days prior to
programme commencement
date**

PROGRAMME OUTLINE

- What to measure? How to measure?
- Why customer surveys often fail?
- How to design effective measurement?
- What is customer journey analytics?
- How to make use of real-time data?
- How to capture and analyse voice of the customer?
- How to use data to confirm beliefs?
- What are improvement opportunities?

WHO SHOULD ATTEND

Professionals and managers who are responsible for customer experience management

PRE-REQUISITES

- Experience with customer experience management
- Basic understanding of data analytics



+65 6601 8888



scale.execed@nus.edu.sg



scale.nus.edu.sg



TECHNOLOGY & ENGINEERING SERIES

**DATA-DRIVEN
CUSTOMER
EXPERIENCE**



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\$1,500.00	S\$1,500.00	S\$1,500.00	S\$1,500.00	S\$1,500.00	S\$1,500.00
Less: SSG Grant Amount	-	(S\$1,050.00)	(S\$1,050.00)	(S\$1,050.00)	(S\$1,050.00)	(S\$1,050.00)
Nett Programme Fee	S\$1,500.00	S\$450.00	S\$450.00	S\$450.00	S\$450.00	S\$450.00
7% GST on Nett Programme Fee	S\$105.00	S\$31.50	S\$31.50	S\$31.50	S\$31.50	S\$31.50
Total Nett Programme Fee Payable, Including GST	S\$1,605.00	S\$481.50	S\$481.50	S\$481.50	S\$481.50	S\$481.50
Less Additional Funding if Eligible Under Various Schemes	-	-	(S\$300.00)	(S\$375.00)	-	(S\$300.00)
Total Nett Programme Fee Payable, Including GST, after additional funding from the various funding schemes	S\$1,605.00	S\$481.50	S\$181.50	S\$106.50	S\$481.50	S\$181.50

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>

