



NUS ETP is an initiative for enterprises to embark on **business and operational transformation** projects in strengthening capabilities through implementation-led **training, consultancy services** and **workplace-centric projects**.

NUS ETP is supported by SkillsFuture Singapore (SSG) through the Mentorship Support Grant (MSG) to co-fund the costs incurred by enterprises in engaging NUS to provide project mentorship through consultancy and/or project-based implementation-led training.

How Enterprises Can Benefit

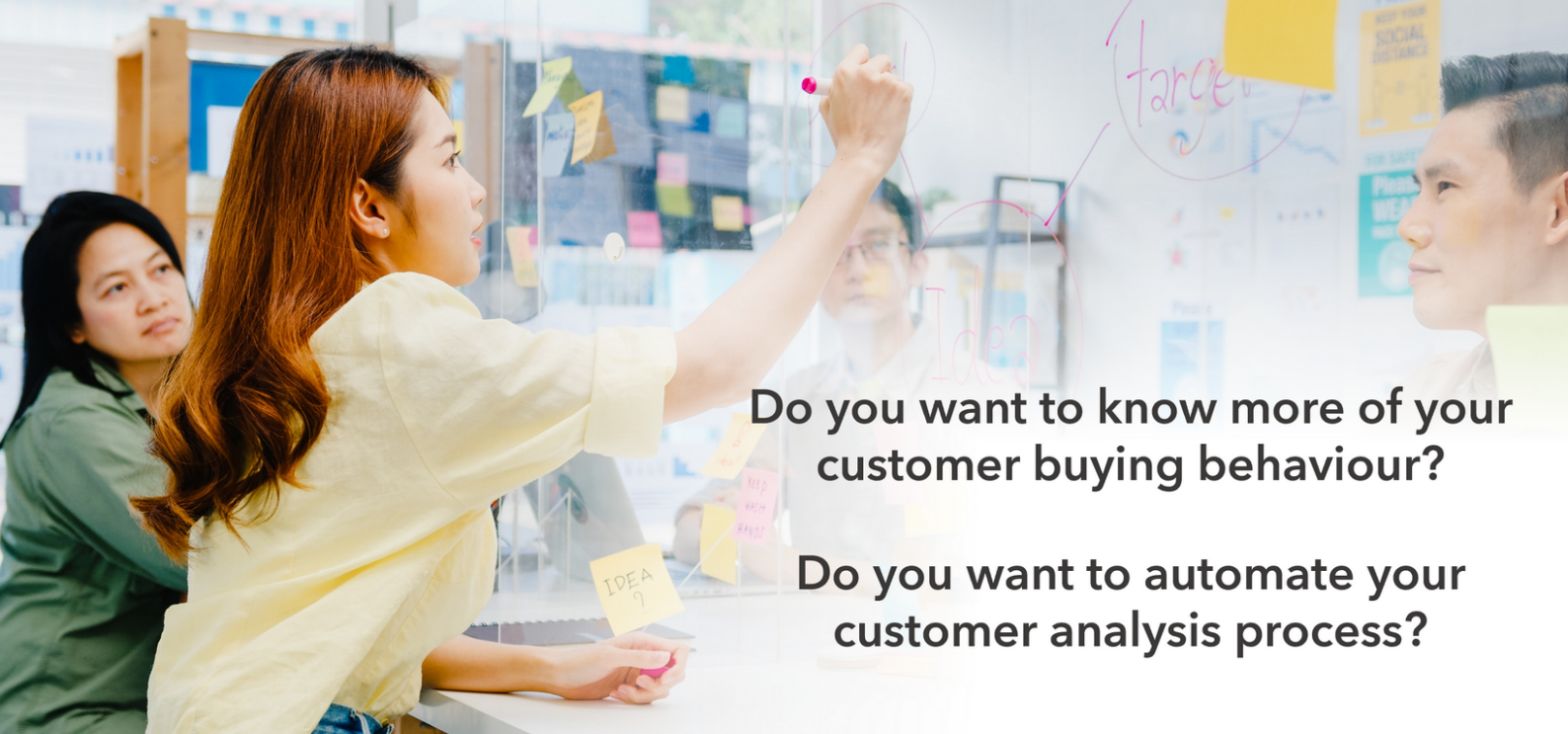
Obtain professional consultancy services provided by NUS

Knowledge and skills transfer for employees

Defray project cost on a co-funding model

Strengthen capabilities by working on workplace-centric projects





Do you want to know more of your customer buying behaviour?

Do you want to automate your customer analysis process?

ETP in Customer Analytics

The process will involve gathering the problem statement, identifying the challenges faced and scoping out the project deliverables and solutions.



Domain Area

Customer Analytics



Problem Statement

The company wants to segment and identify key customers and provide targeted marketing strategies



Challenges Faced

- The company does not know where and how to start
- Lacks the technical know-how
- Wants to build up internal capabilities on how to perform customer analytics



Solution

- Implementation-led training for knowledge and skills transfer for employees
- Consultancy services by NUS professors for the following:
 - ✓ Derive actionable insights on customers
 - ✓ Automate the customer analysis process

