

## CFAM5.1.1

### Develop a customer information strategy



---

#### Overview

This is about the development of a customer information strategy. It includes identifying the information priorities in line with marketing strategy and customer plans. It involves looking beyond any existing customer database, and is central to establishing a customer focused organisation.

This unit is recommended for senior marketers with responsibility for establishing the information requirements relating to customers and for developing a strategy for accessing this information. Such marketers might be employed directly by the organisation, or work for an agency/consultancy.

## CFAM5.1.1

### Develop a customer information strategy

---

#### Performance criteria

- You must be able to:*
- P1 determine and prioritise the organisation's information requirements regarding its existing and potential customers necessary to achieve organisational and marketing strategy, and to achieve and assess marketing performance targets
  - P2 identify the information held already, and potential sources for accessing any further information required
  - P3 determine the costs associated with accessing and analysing the information required
  - P4 assess the risks to the organisation of not acquiring this information and evaluate the costs versus benefits relating to the information requirements
  - P5 establish the business case for delivering the information required, comparing the expenditure necessary against the impact for future income, confirming those information requirements that are a priority for the organisation
  - P6 identify the uses for the information and those stakeholders to be involved in the use and dissemination of the required information
  - P7 agree a customer information strategy with key stakeholders, and an outline plan identifying the actions and resources required to access, analyse and use the information
  - P8 promote the use of customer information in gaining competitive advantage and in measuring the impact of marketing

# CFAM5.1.1

## Develop a customer information strategy

---

### Knowledge and understanding

*You need to know and understand:*

#### **General knowledge and understanding**

- K1 the importance of understanding the determinants of customer value and satisfaction, and of using that knowledge in developing customer propositions towards gaining competitive advantage
- K2 the components to consider in developing a customer information strategy
- K3 the role of customer relationship management (crm) systems, and circumstances when their application may benefit an organisation
- K4 the principal information requirements and key measures of business performance utilised by major business functions, including marketing, sales, and finance
- K5 methods and measures appropriate to measuring the impact of marketing upon a business and its income and profitability
- K6 how to identify potential risks in relation to information management
- K7 the factors to assess when determining customer information requirements, and the importance of differentiating between those requirements that are 'must haves' versus those that are 'nice to know'
- K8 the importance of consulting with colleagues and other stakeholders during the development of a customer information strategy
- K9 legal and ethical requirements regarding the collection, storage and use of information

*You need to know and understand:*

#### **Industry/sector specific knowledge and understanding**

- K10 legal, regulatory and ethical requirements in the organisation's sector
- K11 marketing developments in the organisation's sector relevant to establishing current and foreseeable customer information

*You need to know and understand:*

#### **Context specific knowledge and understanding**

- K12 the market in which the organisation works
- K13 the organisation's actual and potential customer base
- K14 the organisations overall and marketing strategy
- K15 the organisation's ability to respond to market opportunities
- K16 sources of information within the organisation relevant to developing a customer information strategy
- K17 the organisation's culture with respect to customer orientation, and key stakeholders responsible for influencing this

## CFAM5.1.1

### Develop a customer information strategy

---

#### Additional Information

##### Behaviours

1. You identify and work in partnership with people who can provide support for your own
2. You identify clearly the value and benefits to people of a proposed course of action
3. You present information clearly, concisely and accurately

## CFAM5.1.1

### Develop a customer information strategy

---

<b>Developed by</b>	CFA Business Skills @ Work
<b>Version number</b>	1
<b>Date approved</b>	April 2010
<b>Indicative review date</b>	April 2012
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Chartered Institute of Marketing
<b>Original URN</b>	NM5.1.1
<b>Relevant occupations</b>	1132 Marketing & Sales Managers 3543 Marketing Associates
<b>Suite</b>	Marketing
<b>Key words</b>	Marketing, sales, marketing management, market research, advertising, public relations