

CFAM5.1.2

Implement a customer information strategy



Overview

This is about implementing an agreed customer information strategy. It includes establishing and managing systems and processes for accessing the information required, and making the information available towards promoting a customer focused organisation.

This unit is recommended for senior and middle managers responsible for implementing a customer information strategy.

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Performance criteria

- You must be able to:*
- P1 identify the nature of the customer information required, in line with the customer information strategy
 - P2 assess the options for collecting the information required, determining their relative costs and benefits
 - P3 agree the preferred option(s) for gathering the data required, and implement the option(s) according to an agreed timescale and budget
 - P4 ensure that all those involved in implementing the strategy are clear regarding their roles and responsibilities
 - P5 analyse and structure information to develop knowledge that can be shared with relevant stakeholders, and in a format that is fit for purpose and is understood by those using it
 - P6 monitor implementation against the agreed plan, identifying promptly any variances, and report and address these correctly
 - P7 monitor implementation to check that all legal, industry, organisational and ethical guidelines are met, addressing any variances promptly and correctly
 - P8 provide regular feedback upon progress against the plan to the relevant person(s) according to an agreed schedule
 - P9 promote the use of customer information in gaining competitive advantage and in measuring the impact of marketing

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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 principal information requirements and key measures of business performance utilised by major business functions, including marketing, sales, and finance
- K3 methods and measures appropriate to measuring the impact of marketing upon a business and its income and profitability
- K4 typical data collection and reporting systems used in gathering customer information
- K5 the importance of delivering within agreed budgets, and ways of monitoring activities against plans and budgets
- K6 the importance of maintaining confidentiality of data and how to ensure that this occurs
- K7 the importance of maintaining and developing the quality of customer data

You need to know and understand:

Industry/sector specific knowledge and understanding

- K8 legal, regulatory and ethical requirements affecting the gathering of customer information

You need to know and understand:

Context specific knowledge and understanding

- K9 the organisation's principal groups of existing and potential customers/prospects
- K10 customer information requirements relating to achieving the customer information strategy

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Additional Information

Behaviours

1. You make the best use of existing sources of information
2. You check the quality, validity and reliability of information
3. You present information clearly, concisely and accurately
4. You listen actively, ask and encourage questions, clarifying points to check mutual

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