
Overview

This standard is about implementing and evaluating a customer insight strategy. It includes agreeing a plan, with timescales and budget, to collect the required information, checking the quality, validity and reliability of the information, identifying insights that will inform marketing approaches and making the information available to the organisation in line with legal, regulatory and ethical requirements. It also includes monitoring and evaluating the customer insight strategy against a set of agreed criteria and making recommendations based on the outcomes. It is for marketing professionals who are involved in implementing and evaluating customer insight strategies.

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Implement and evaluate a customer insight strategy

Performance criteria

Implement a customer insight strategy

- You must be able to:*
- P1 confirm the customer information required, in line with the customer insight strategy
 - P2 agree a plan to collect customer and industry information including timescales and budgets
 - P3 collect customer information in line with agreed plan
 - P4 check the quality, validity and reliability of customer information
 - P5 analyse and structure customer information in an appropriate format
 - P6 identify insights from customer information to inform marketing approaches
 - P7 develop procedures for storage, use and update of customer information, in line with legal, regulatory and ethical requirements
 - P8 inform colleagues and stakeholders ensuring agreed procedures for access and use are followed
 - P9 ensure that confidential information is accessed securely

Evaluate a customer insight strategy

- You must be able to:*
- P10 establish the criteria required for evaluation of the strategy
 - P11 establish when the strategy will be evaluated and the circumstances in which an unscheduled review would be conducted
 - P12 monitor continued compliance with legal requirements, codes of practice and organisational procedures
 - P13 collect valid and comprehensive data, including feedback from customers and other stakeholders
 - P14 evaluate the strategy against the agreed criteria
 - P15 make recommendations to modify or maintain the strategy

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Knowledge and understanding

You need to know and understand:

Implement a customer insight strategy

- K1 legal, regulatory and ethical requirements relating to the collection, storage and use of customer information
- K2 common data collection and reporting systems used in gathering customer information
- K3 industry information that could be collected and how to use this
- K4 how to check the quality, validity and reliability of customer information
- K5 how to identify insights from customer information that will inform marketing approaches
- K6 how to develop procedures to store, use and update customer information that meet legal, regulatory and ethical requirements
- K7 methods of ensuring the security of confidential data

Evaluate a customer insight strategy

You need to know and understand:

- K8 how to select and apply appropriate data collection and analysis techniques
- K9 how to evaluate quantitative and qualitative information against the agreed success criteria
- K10 the circumstances in which an unscheduled review would be necessary
- K11 how to summarise and present data
- K12 how to make recommendations to modify or maintain the strategy

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