



MARKETING
INSTITUTE OF
SINGAPORE

BUSINESS MANAGEMENT WORKFORCE SKILLS QUALIFICATIONS (WSQ)

Date:
3–4 Apr 2012
19–20 Jun 2012

Course Fee:
S\$800.00

For Course Enquiries

Web:
www.mis.org.sg/seminars

Email:
seminars@mis.org.sg

Tel:
6327 7586 / 583/ 582

Fax:
6327 9741

51 Anson Road #03-53
Anson Centre (S)079904

Effective Customer Acquisition & Retention Strategies

Why You Should Attend This Course:

Competition is everywhere and companies have spent great efforts in using effective customer acquisition and retention programmes, ranging from loyalty reward to subscription-based membership programmes, for winning customer loyalty and commitment. It is imperative for organisations to continue retaining the most valued customers and acquiring new ones for business sustainability.

An effective customer acquisition and retention programme has the power of increasing customer loyalty, customer life time value, and developing long-lasting customer relationship. With a well-planned customer acquisition and retention programme, organisations can collect critical data about their customers to better understand their needs, customise future interactions with them, build relationships, seize opportunities and maximise profit for better business performance.

Effective Customer Acquisition & Retention Strategies is a national competency unit from the Business Management (BM) Workforce Skills Qualifications (WSQ). It is suitable for Level 4 executives, managers or any personnel who oversees customer acquisition and retention programmes.

Learning Outcomes:

Upon completion, participants will gain the knowledge and skills to secure prospect commitment and win the deal. Competency elements covered in this unit includes:

- Review existing customer acquisition and retention programmes to ensure that they are current.
- Establish and manage customer acquisition and retention programmes to increase customer loyalty.
- Evaluate customer response to determine if customer needs and expectations are met.
- Evaluate and refine customer acquisition and retention programmes to increase customer loyalty.

Course Outline:

Introduction & Overview of Course

Review existing customer acquisition and retention programmes to ensure that they are current

- Importance of building customer relationships and increasing customer loyalty
- Objectives of customer acquisition and retention programmes
- Costs of customer acquisition and retention programmes
- Types of customer acquisition and retention programmes
- Reviewing activities for existing customer acquisition and retention programme

Establish and manage customer acquisition and retention programmes to increase customer loyalty

- Guidelines on customer eligibility
- Processes on how customer information will be collected and analysed
- Relationships with merchants to offer privileges
- Feasibility of programmes
- Ease of implementing programmes

Evaluate customer response to determine if customer needs and expectations are met

- Assess data on customer attitudes
- Determine if programmes create extra loyalty
- Determine customer take-up rate of programmes

Evaluate and refine customer acquisition and retention programmes to increase customer loyalty

- Quantify impact of programmes on sales
- Measure incremental benefits of programmes
- Determine Return On Investment (ROI)
- Conduct cost-benefit analysis to determine if programmes are worth continuing
- Evaluate components of programmes to determine which factors have the most effective impact on the customer

Who Can Benefit?

Level 4 executives, managers or any personnel who oversees customer acquisition and retention programmes.



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Effective Customer Acquisition & Retention Strategies

Learning Methodology

Participants will be assessed after they have been taught a particular competency through case studies and written assessments. A Competent or Not Yet Competent assessment will be given at the end of each competency unit to confirm if participants have acquired the skills and knowledge of the subject.

Certification

Upon successful completion, participants will receive a Statement of Attainment (SOA) in BM WSQ Effective Customer Acquisition & Retention Strategies.

Course Fee Funding*

SDF – 50% of course fee capped at \$15/hr
Absentee payroll – 80% of hourly basic salary capped at \$4.50/hr

* For company-sponsored Singaporeans and PRs only

Course Fee Support

SDF & Absentee Payroll +	SDF	Absentee Payroll
WSQ Certifiable Courses for PMET level	50% of course fee capped at \$15/hr	80% of hourly basic salary capped at \$4.50/hr

Workforce Training Support (WTS) ^	SDF	Absentee Payroll
Earning \$1,400 and below per month	95%	95%
Earning between \$1,401 to \$1,700 per month	90%	90%

+ For employer-sponsored Singaporeans and PRs only.

^ For employer-sponsored Singaporeans aged 35 years old & above. A copy of WTS / WIS notification letter and NRIC is to be submitted at point of registration.

Course Duration

2 Days (18 hour)

Day 1 – 8:30am–6:30pm

Day 2 – 8:30am–6:30pm

This course will be conducted by subject matter experts who are fully ACTA certified by WDA.

WSQ Level Guide:

WSQ Level	Typical Responsibilities	Job Roles
6	Directs business strategies and endorses policies and plans	Chief Executive Officer, Chief Finance Officer, Chief Communications Officer, Chief Operating Officer, Chief Audit Executive
5	Provides input to and coordinates with leaders at Level 6, develops business strategies and plans, reviews and evaluates plans	Finance Division Head, Human Resource Director, Marketing Director, Project Sponsor, Vice President, Licensing Head
4	Implements and monitors organisational programmes and recommends solutions	Sales Manager, Finance Manager, Project Manager, Assistant Manager, Relationship Manager, Programme Manager, Research & Development Engineer
3	Executes plans, policies and procedures, applies knowledge of concepts and provides feedback	Finance Executive, Analyst, Associate, Project Lead, Project Executive, Team Leads, Junior Relationship Manager, Patent Engineer, IP Administrative Officer

REGISTRATION FORM



EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at www.mis.org.sg/seminars or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

Effective Customer Acquisition & Retention Strategies <input type="checkbox"/> 3–4 Apr 2012 <input type="checkbox"/> 19–20 Jun 2012 (8.30am to 6.30pm) S\$800 (subject to 7% GST) Includes lunch & refreshments		*Approved for SDF funding and Absentee Payroll Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
Participant(s) Name	Designation	E-mail	Contact No.
1)			
2)			
3)			
Company:			
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)	<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____		

Administrative Details

Registration

Register Online @ www.mis.org.sg/seminars

The fastest and most effective way to register for our courses is via our online registration form.

Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: membership@mis.org.sg.

Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit www.skillsconnect.gov.sg.
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: seminars@mis.org.sg or call 6327 7586 / 583 / 582.

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