

Customer Insight Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

Multisoft Systems' Customer Insight Training is designed to equip professionals with the skills necessary to decode complex consumer data and transform it into actionable strategies that drive business success. This comprehensive training program delves deep into the latest analytical tools and techniques used for extracting and interpreting customer data, ensuring participants can harness the full potential of their customer insights.

Module 1: Why customer insight is important?

- ✓ How customer insight can benefit your business
- ✓ Economics of customer insight

Module 2: Sources of customer insight

- ✓ What your data is telling you
- ✓ How to turn data into insight

Module 3: The customer insight process

- ✓ The different customer insight tools
- ✓ How to best present customer insight

Module 4: Profiling and segmentation

- ✓ How profiling, segmentation and targeting fit together
- ✓ How to tune segmentation to your business

Module 5: Customer insight for customer acquisition

- ✓ How to use customer journey analysis to improve your user experience
- ✓ How to use customer insight to improve your campaign planning
- ✓ Customer insight for customer retention
- ✓ How to use customer lifetime value to improve customer retention
- ✓ How to benefit from AI machine learning and predictive analytics

Module 6: Technology

- ✓ The marketing technology landscape
- ✓ How to build a single customer view

Module 7: Managing customer insight

- ✓ The stages of development of customer insight - a maturity model
- ✓ How to brief and manage data analysts