



IGDS CUSTOMER DATA COURSE



ABOUT THIS COURSE

We have partnered with Truth, a leading global loyalty and CRM consultancy, to bring you this 3-week online course. This course provides the opportunity for individuals to learn about all elements of customer data.

Learn how to leverage your customer data, beyond your current marketing strategies. Our 3-week online customer data course will help you demystify the complexity encompassing the collection and use of customer data.

We share invaluable, comprehensive resources and case studies with you in the form of interviews with thought-leaders, global best practice principles, whitepapers, videos and articles.

CORPORATE OFFERING

Our course can be adapted to provide multiple training intervals throughout the year, allowing you to regularly upskill your teams.

Benefits of the corporate package include:

- Affordable solution to seamlessly educate new recruits in the field of customer data
- Refresher course for team members to enhance their data knowledge and apply it to their day-to-day application

WHO SHOULD ENROLL?

The course is aimed at providing individuals and teams across various roles and departments, with the best in marketing data education. This course is suited for:

- Business or Marketing graduates wanting to understand loyalty / CRM
- Loyalty & CRM managers involved in delivering a loyalty / CRM strategy and programme
- Marketing teams/individuals tasked with understanding the loyalty / CRM landscape
- Upskilling team members or new recruits
- Agency teams/account managers involved in delivering their client's loyalty / CRM initiatives / campaigns
- Loyalty, CRM or POS technology vendors wanting to understand the benefits of delivering an innovative solution to best serve their customers

IN JUST 3 WEEKS YOU WILL:

- Understand the importance of data and where it comes from
- Learn about key definitions used when referring to customer data analytics
- Learn how to identify key indicators about who your most valuable customers are
- Learn to interpret your customer data in a way to better inform business decisions; not just your marketing work
- Learn about the power of customer centric retailing from global success stories
- Understand the fine line between data accuracy and data integrity
- Define customer segmentation and how is it applied to day-to-day business activities

COURSE BREAKDOWN

Module 1: Strategic rationale for using data

Module 1 is the first building block to understanding the world of data. We start this module by understanding the shift from product-led marketing to customer-led marketing, understanding what true customer centricity is and determining different types of data.

Module 2: Methods used to derive customer insights

In this module, you will learn how to convert the unknown customer to a known customer and how to create a single view of your data and what it represents. We will also focus on understanding where a business needs to focus its attention when it comes to customer segmentation.

Module 3: Interpreting data

In this module, you will listen to Truth's CEO, Amanda Cromhout, as she guides you through a basic understanding of how to collect and interpret data. You will also listen to seasoned data strategists and their advice to businesses about customer data.

COURSE FORMAT

The format of the course is all online and remote, whereby learners log in and access course materials on an ongoing basis. Modules consist of online content including theory, practical examples, videos, podcasts, case studies, templates and other downloads.

This course runs for 3 weeks online. Modules become available on completion of the previous module, together with a quiz at the end of each module. Students receive a certificate upon completion of the course.

COURSE DELIVERY

You have approximately one week to complete each module and complete its corresponding quiz. We've purposefully done this for those working full-time to run through each module's content at their own pace during the week or week-end. Each module varies in terms of duration, as some modules require more time to complete. We estimate the required time to be 2-3 hours per week.