



Consumer Insight & Research

An organization's success determines by many factors, including having real insight into how consumers think, feel, choose, and consume. This course is designed to help participants become perceptive discoverers of business-relevant consumer insights. This course covers a coverage of frameworks, concepts, tools, and methodologies to understand consumers' hearts, minds, and motives.



COURSE MODULES (2 DAYS)

Module 1: Consumer insights & Business success.	<ul style="list-style-type: none">• Learn the evolution of marketing and how consumer insight changes with it.• Explore the influence of digitalization on consumer data in the modern world.• Discover the influence of digital data on marketing decisions (product, price, channel, etc.)• Connect the relationship between insight and business success.
Module 2: Developing a holistic view of customer insight.	<ul style="list-style-type: none">• Explore the main sources of offline insight - CRM system, sales record, and research.• Explore the sources of online insight - web & app data, social sentiment.• Harvest insight from partnerships - distributors, affiliates & competitors.• Create an individual and collective culture to identify, collect and transform the insights into actionable strategies.
Module 3: Introduction to Consumer Behavior & Market Research	<ul style="list-style-type: none">• Map and develop the customer experience journey.• Utilize active and passive methods of observing customer behaviors.• Identify the opportunities and touchpoints of engagement with customers.• Implement processes for managing customer insight, day-to-day & strategically.• Integrate multi-channel data for an overall view of consumer insights.

<p>Module 4: Approaches to Gain Insights and Inform Decision-Making.</p>	<ul style="list-style-type: none"> • Apply the principles that make questionnaires effective. • Discover new, emerging, and established virtual forms of qualitative techniques. • Discover the skills and techniques to get the most from online in-depth interviews. • Turn data into insight and create combined insight. • Understand visual storytelling and create tailor-made infographics for business strategies.

PREREQUISITIES: Joining a CLPD class means getting an access to numerous unique advantages that only our center can provide in Cambodia:

- State of the art training facilities with modern lecture halls and equipment
- Expert Western instructors with decades of experience in senior positions. 100% of them hold a post-graduate degree.
- International quality standards at every step, from the curriculum creation to the delivery and follow-up
- Certificates of completion recognized by the American University of Phnom Penh and valued by employers
- Upon successful completion all participants will receive a certificate recognized by the American University of Phnom Penh