



## تقنيات وإجراءات تحليل العملاء في العربية

**Duration:** 5 Days

**Language:** ar

**Course Code:** PM2-116

### Objective

:Upon completion of this course, participants will be able to

- Understand the importance of customer profiling for targeted marketing and improved customer engagement.
  - Learn various techniques for collecting and analysing customer data.
  - Develop skills to create detailed customer profiles, including demographic, psychographic, and behavioural information.
- Gain knowledge on using customer profiles to inform marketing strategies and product development.
- Learn to continuously update customer profiles based on changing customer behaviour and market trends.
- Understand how to use customer feedback and surveys to enhance profiling accuracy.

### Audience

This course is intended for:

- **Marketing Professionals** : Individuals responsible for developing targeted marketing campaigns and strategies.
- **Sales Managers and Representatives** : Professionals looking to understand

customer segments better and tailor their sales approaches.

- **Business Analysts** : Those involved in market research, customer insights, and data-driven decision-making.
- **Customer Service and Support Personnel** : Individuals aiming to enhance customer experiences by understanding diverse customer needs and behaviours.
- **Product Managers** : Professionals focused on product development and improvements based on customer profiles and market demand.
- **Entrepreneurs and Small Business Owners** : Those seeking to refine their marketing and sales efforts by understanding their target customers.

## Training Methodology

The course adopts a combination of theoretical instruction and hands-on practice to ensure participants can effectively apply customer profiling techniques:

- **Lectures and Presentations** : The course begins with expert-led sessions on customer profiling concepts, data collection methods, and segmentation techniques.
- **Interactive Group Discussions** : Participants will engage in discussions to explore different approaches to customer profiling, share experiences, and address challenges.
- **Case Study Analysis** : Real-world examples of customer profiling success will be analysed, allowing participants to learn from best practices and innovative strategies.
- **Hands-On Data Analysis Workshops** : Participants will work with datasets to practice segmenting customers, analysing behaviour patterns, and creating buyer personas.
- **Role-Playing Scenarios** : Participants will simulate customer interactions through role-playing exercises to refine their understanding of profiling and customer segmentation.
- **Assessments and Feedback** : Quizzes, assignments, and group feedback sessions will help participants solidify their knowledge and identify areas for improvement.

## Summary

Customer profiling creates detailed descriptions of different segments within an organisation's customer base. This information is essential for developing tailored marketing strategies, enhancing customer experiences, and improving product and service offerings. The "Customer Profiling Techniques & Procedures" training course provides participants with the tools and techniques to identify, segment, and understand their customers, ensuring more targeted and effective engagement.

This course covers a range of customer profiling techniques, from collecting and analysing demographic data to understanding psychographics, behaviour patterns, and purchasing habits. Participants will learn how to create comprehensive customer profiles, also known as buyer personas, that help organisations connect with their target audience more effectively. Additionally, the course will explore how to use data analytics, surveys, and customer feedback for profiling and ways to leverage this information in marketing campaigns, product development, and customer service strategies.

By the end of this course, participants will be equipped to conduct customer profiling activities that drive better decision-making, improve marketing effectiveness, and enhance customer satisfaction. The course is ideal for marketing professionals, sales managers, business analysts, and customer service personnel seeking to deepen their understanding of customer behaviour and preferences.

## Course Content & Outline

### Section 1: Introduction to Customer Profiling

- What is Customer Profiling, and Why is it Important?
- The Role of Customer Profiles in Marketing, Sales, and Product Development
  - Key Components of Effective Customer Profiles

### Section 2: Data Collection for Customer Profiling

- Gathering Demographic Data: Age, Gender, Income, Location, etc.
- Understanding Psychographics: Lifestyle, Interests, Values, and Attitudes
- Behavioural Data: Purchase History, Website Interactions, and Engagement Metrics
  - Using Surveys, Interviews, and Focus Groups for Data Collection

### **Section 3: Techniques for Analysing Customer Data**

- Segmentation Methods: Demographic, Geographic, Psychographic, and Behavioral Segmentation
- Using Data Analytics Tools (e.g., CRM Software, Google Analytics) for Customer Insights
  - Identifying Patterns and Trends in Customer Behavior
    - Building Data-Driven Customer Personas

### **Section 4: Creating Comprehensive Customer Profiles**

- Steps to Developing Detailed Buyer Personas
- Mapping Customer Journeys: Understanding Touchpoints and Experiences
  - Incorporating Customer Needs, Pain Points, and Motivations into Profiles
    - Creating Actionable Insights from Customer Profiles

### **Section 5: Applying Customer Profiles in Marketing Strategies**

- Targeted Marketing Campaigns Based on Customer Segmentation
- Personalising Communication and Offers for Different Customer Segments
- Product Development and Service Enhancements Informed by Customer Profiles
  - Aligning Sales Strategies with Customer Preferences

### **Section 6: Updating and Refining Customer Profiles**

- Monitoring Customer Behavior for Changing Trends
- Using Customer Feedback and Surveys for Profile Adjustments
- Strategies for Keeping Customer Data Accurate and Up-to-Date
  - Adapting Profiles for Emerging Market Segments

### **Section 7: Case Studies and Practical Applications**

- Real-World Examples of Successful Customer Profiling
- Lessons Learned from Businesses Using Customer Profiles to Drive Growth
- Practical Exercise: Developing and Applying Customer Profiles for Marketing Strategies

## Certificate Description

Holistique Training عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من (e-Certificate) وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 أو ISO 9001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة CPD، ووفقاً لمعايير خدمة اعتماد Holistique Training التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

## Categories

خدمة العملاء والعلاقات العامة، المبيعات والتسويق

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Explore customer profiling: demographics, psychographics, behaviour, and more. Learn how businesses personalise marketing and practice ethically. Gain insights into real-world examples and the synergy with marketing automation. Discover benefits, methods, and .ethics for enhancing customer relationships