

About Raymond Teo, Ph.D.

Dr. Raymond Teo is a thought-leader in the field of customer experience and data analytics. He has been the anchor of SMU's customer relationship management and data-driven insights programmes for both undergraduate and postgraduate levels for a decade. He is highly sought after as a speaker by international conference organisers in these specialised fields. Some of the topics he has spoken on recently include 'Developing an effective customer intelligence framework to drive retention', 'Ensuring superior customer information and knowledge through better design and analysis of information', 'Winning the number game: Transforming valuable customer data & information into customer intelligence', and 'Unleash the full power of customer relationship management: The total customer intelligence and holistic implementation approach'. He regularly contributes to the Singapore Business Review. He is very active in the field of customer experience, having authored articles for the Singapore Business Review that includes 'How firms compete on customer experience in Singapore'

He is the chief executive of Blue-dge Analytics and Consulting, a company formed by a team of high calibre research and advisory staff to offer consultancy and advanced research services to clients. In 2005, London Weekly Telegraph regarded it as the "best-in-class, dynamic, exciting and shaking up the world of insights". Other publications such as the Singapore Business Review had regarded his company as the 'gem of top companies'. In 2009, Dr. Teo received the Spirit of Enterprise award in Singapore. He had leveraged on his expertise in the field of data analytics and expanded his consultation to include both customer analytics and HR analytics, with the latter being an important focus for his company.

Dr. Teo obtained his Ph.D. from the University of Western Australia, Master of Business Administration degree from the University of Strathclyde and Bachelor degree from the National University of Singapore. Dr. Teo is an adjunct faculty of the Singapore Management University (SMU), offering customer relationship management and marketing related programmes at undergraduate and postgraduate levels. His current interest is in the field of HR analytics and run such workshops regularly with the SMU Academy. He had authored the book 'Maximising Profits: The Customer Centric Approach' which was published by Prentice Hall in 2003.