



CIM

CIM Level 6 Digital Diploma in Professional Marketing

Driving Digital Experience (2205)

December 2019

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **30** marks

Task 2 is worth **30** marks

Task 3 is worth **40** marks

Total marks available – **100**

Candidate guidance:

- Answer **all** tasks
- The available marks are shown alongside each part of the task
- Read all tasks carefully before attempting them
- Refer to the CIM Digital Submission Guide
- Assignments can only be accepted for marking with a valid assessment booking

Scenario: Ensuring quality experience for loyal/engaged customers

Creating and retaining loyal/engaged customers is crucial to any business, and a positive digital customer experience is vital if loyal/engaged customers are to act as ambassadors for the organisation and drive potential new profit.

With more choice, greater access to information, and less incentive to be loyal, today's customers are firmly in control of their relationships with organisations. Consumers and business buyers alike seek differentiated experiences based on trust and understanding, and will take a considered approach to finding them.

In your role as Marketing Manager of your own organisation, or an organisation of your choice, you have been asked to advise on approaches for ensuring quality digital customer experience for loyal/engaged customers within **ONE** key customer segment.

Guidance notes:

The assignment comprises **THREE** separate tasks, which are parts of the process to identify, and then respond strategically to, improvements in the digital customer experience specifically for loyal/engaged customers.

There is no requirement for an introduction and a conclusion for each task, except where a report is defined as the requirement. The main focus is on the content outlined in the tasks provided. **FIVE** marks will be awarded for the organisation overview, which will form part of Task 1, using the assignment guidance section.

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system.

Good Practice Guidelines for Assignment Production

The maximum word count is intended to assist candidates in producing a **professional document of an appropriate length** that can be used in the workplace. The submission should be written in a professional tone (unless otherwise instructed) and should only contain relevant material that directly contributes towards answering the task.

This assignment has been developed so that it can be applied to all organisations, sizes and sectors. Where candidates feel applying the assessment to their organisation needs a creative approach to be taken to the concept and theoretical principles explored, this is acceptable following discussion with their tutor. The approach taken should be outlined within the organisation overview.

TASK 1 – BRIEFING PAPER

Assessment criteria covered in Task 1:

AC1.1, AC1.2, AC3.2, AC4.1, AC4.3, AC5.1, AC5.2

Please refer to the module specification for assessment criteria details.

You have been asked to produce a briefing paper for the Senior Management Team (SMT), examining the quality of customer digital experience for loyal/engaged customers in the key segment.

Required:

- (a) Provide a background to your chosen organisation that gives an overview of the chosen key customer segment and the level of maturity of digital marketing to loyal/engaged customers. *(5 marks)*
- (b) Outline the customer persona and the digital behaviour of the loyal/engaged customers in the chosen organisation's key customer segment. *(12 marks)*
- (c) Recommend which digital data and analytics could be used in a dashboard to measure the effectiveness of the digital experience provided to loyal/engaged customers. *(13 marks)*

(Total – 30 marks)

*(Organisation overview maximum page count – one side of A4 paper)
(Tasks 1 (b) to 1 (c) maximum word count – 1,250 words)*

TASK 1 – BRIEFING PAPER

Maximum page count:

Task 1 (a) – one side of A4 paper

Maximum word count:

Tasks 1 (b) to 1 (c) – 1,250 words

ORGANISATION OVERVIEW GUIDELINES

The organisation overview is intended to provide context on the chosen organisation and must not exceed one side of A4 paper.

The following headings should be used as guidance:

- **Organisation name**
- **Organisation information** – To include type of organisation, size of organisation, range of products and services, customer base and main competitors (where not covered in the specific background below)
- **Specific background** – Provide a background to the chosen organisation that gives an overview of the key customer segment and the level of maturity in the digital marketing to loyal/engaged customers

Guidance notes:

Task 1 (b): Candidates will need to fully understand the concept of personas and customer journey, and, through the application of appropriate investigation into the key customer segment and loyal/engaged customers, determine:

- the customer persona and related digital behaviour
- the customer journey as a loyal customer; a researched journey, not theoretical

and, given that trust is a key element of loyalty:

- trust touchpoints: is trust established/enhanced?

Candidates should provide evidence through reference to theory and factual data, rather than anecdotal comments; and through the combined application of these, the final content should include:

- key segment loyal customer persona and particularly digital behaviour
- customer journey as a loyal customer
- trust touchpoints in the customer journey.

Continued

Task 1 continued

	<p>Task 1 (c): Digital data and analytics play a key role in determining the effectiveness of the customer experience of the loyal customers in the key segment and their level of loyalty.</p> <p>Such digital data and analytics need to be reviewed on an ongoing basis, to determine the success of digital activity or the need for improvements. Dashboards are a useful method to do this, and the task requires candidates to identify digital data and analytics which could be incorporated into a dashboard, to identify the effectiveness of the digital experience provided, as a means of retaining/growing loyalty.</p> <p>Candidates need to justify how the data and analytics do in fact show the effectiveness of the loyal customer experience provided. A structured approach to doing this could be to produce the following:</p> <ul style="list-style-type: none">• the digital data/analytics with a brief description• how they can determine the level of customer experience• how this then determines the level of loyalty. <p>Candidates should bear in mind that the methods should be appropriate for the chosen organisation.</p> <p>Note: candidates are not required to complete an actual dashboard for the chosen organisation; this is covered in Task 2 (a).</p>
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TASK 2 – REPORT

Assessment criteria covered in Task 2:

AC1.3, AC2.1, AC2.2, AC2.3, AC3.2, AC4.1, AC4.2, AC4.3, AC6.1, AC6.2

Please refer to the module specification for assessment criteria details.

You have been asked to produce a report for the SMT around improvements to the digital customer experience of loyal/engaged customers. Your report should include the following.

Required:

- (a) Create a dashboard using relevant data and analytics identified in Task 1 (c), and demonstrating the current digital experience of your chosen organisation's loyal/engaged customers in the key segment. *(10 marks)*

- (b) Identify best practice across a range of market sectors in delivering digital experience for loyal/engaged customers that could be applied to the key customer segment identified in Task 1. *(10 marks)*

- (c) Recommend **TWO** digital objectives for improving the quality of the experience for loyal/engaged customers, justifying how these objectives will result in an increase in business. *(10 marks)*

(Total – 30 marks)

(Tasks 2 (a) to 2 (c) maximum word count – 1,500 words)

TASK 2 – REPORT

Maximum word count: 1,500 words

Guidance notes:	<p>Task 2 (a): Candidates need to create a dashboard incorporating digital data and analytics which illustrate the level of loyalty, and should populate the dashboard with data and analytics representing the current position of loyal customers in the key segment.</p> <p>Task 2 (b): Examples of best practice could be sourced across a range of market sectors, to understand digital marketing and activity for customer engagement and loyalty.</p> <p>The internet will be a good source of material for this task, with examples from individual companies/industries. This is not the only source, and candidates should review the latest textbooks, white papers and thinking related to this aspect.</p> <p>The best practice discovered should be evaluated in the context of the chosen organisation, as to what approaches may be appropriate now or in the future.</p> <p>Here we see the first need for integration between tasks ie the linkage between Task 2 (a) and (b) and the recommended objectives Task 2 (c). Linkage between tasks is a key element of the assignment, to produce a fully integrated document.</p> <p>Task 2 (c) is the start of building a plan for improvement to digital marketing for customer retention and loyalty.</p> <p>The benefits from such improvement only arise by having clear objectives and strategies related to loyalty, in the context of the organisation’s situation analysis, earlier defined in Task 2 (a) and Task 2 (b).</p> <p>Candidates are required to consider these aspects and develop potential digital objectives to enhance loyalty in the key segment.</p> <p>Linkage and reference to earlier work can be used to justify the objectives or/and other methods that could be used:</p> <ul style="list-style-type: none"> - the SAF model; although in using such a framework, candidates must apply some depth to the justification - relating the objectives to those of marketing and overall business objectives.
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Continued

Task 2 continued

	<p>As stated in the task description, justification should include an estimation of business that could arise from meeting the objectives. Such business will arise from existing loyal customers in the key segment and, resulting from these customers acting as 'ambassadors', additional business from new customers. This of necessity will be approximative, but candidates should present an idea of the business benefits, given that marketing, and particularly digital marketing, should provide business/financial benefits.</p>
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TASK 3 – PLAN

Assessment criteria covered in Task 3:

AC1.3, AC2.2, AC2.3, AC3.2, AC3.3, AC4.3, AC6.2, AC6.3

Please refer to the module specification for assessment criteria details.

You have been asked by the SMT to produce a plan with a view to improving the digital customer experience for loyal customers.

Required:

(a) Outline a potential strategy/strategies for the improvement of the digital experience for loyal customers in the key segment, which will meet the objectives recommended in Task 2 (c). *(12 marks)*

(b) Recommend, with justification, a comprehensive and integrated plan to deliver a selected strategy to improve digital customer experience for loyal customers in the chosen key segment. *(28 marks)*

(Total – 40 marks)

(Tasks 3 (a) and 3 (b) maximum word count – 2,000 words)

TASK 3 – PLAN

Maximum word count: 2,000 words

Guidance notes:

Task 3 (a): Candidates are required to outline a strategy/strategies linking to and supporting the objectives recommended in Task 2 (c).

Strategies might include social media strategy, channel strategy, content strategy, data strategy, brand strategy or positioning strategy, and candidates must ensure that the strategy/strategies is/are appropriate for the chosen organisation.

Strategies will require underpinning and explaining through application of digital theories and frameworks.

Task 3 (b): The plan that is required in this task should include the following:

- tactics to provide the experience improvement
- a Gantt chart showing the timetable of tactics/activities
- resource requirements, internal and external, for completion of the tactics/activities
- budget requirements
- metrics, measures and analytics used to ensure the business success of the plan
- management approaches which ensure the sustainability of such a plan.

The success of a plan for improving customer loyalty is based on trust built with the customer, and this is enhanced when customers are aware of information practices and given a choice over information provision. This should be a consideration in the implementation of the recommended plan, and a consideration in this task.

Candidates should note that a general digital marketing plan is insufficient to achieve a pass in this sub-task; the emphasis of the plan must be on customer experience.

The plan must be fully justified in the context of improving the digital customer experience of loyal customers from the key segment, linked to the strategy and supporting the earlier recommended objectives.