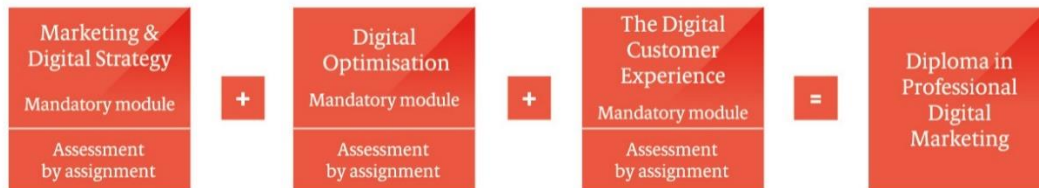


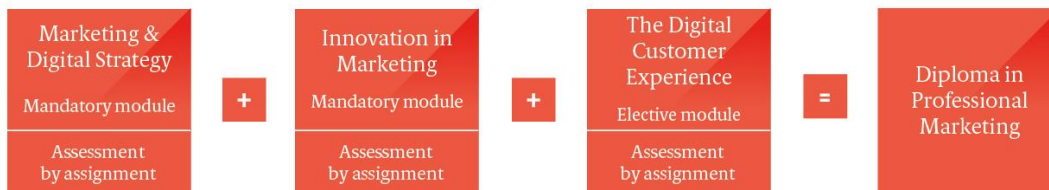
Module Specification:

CIM Level 6 Award in The Digital Customer Experience (VRQ)

The Digital Customer Experience is a 17-credit mandatory module which sits within the suite of Level 6 modules.



The Digital Customer Experience is common to both CIM Level 6 Diploma qualifications. To gain the CIM Level 6 Diploma in Professional Digital Marketing a pass in all three modules is required.



To gain the CIM Level 6 Diploma in Professional Marketing a pass in both mandatory modules plus one elective module is required.

If studied as a standalone module, the CIM Level 6 Award in The Digital Customer Experience (VRQ) can be achieved.

Aim of the module

Customer behaviour has dramatically changed with the digital revolution. This module provides you with insights into the digital customer experience and highlights ways to adapt to this changing market, allowing you to fulfil customers' strategic needs. It will provide the knowledge and skills to select appropriate channels to market to meet objectives. It will also help to ensure you provide the desired customer experience, by understanding the customer's journey while complying with relevant legislation and regulation.

Module structure

The module comprises three units of two learning outcomes each. Each learning outcome will be covered by the related assessment criteria and will be assessed by way of assignment. The assessment will require submission of an assignment based on a theme and an organisation of choice.

The learning outcomes and assessment criteria, along with the indicative content, are detailed in The Digital Customer Experience module content which follows.

CIM Level 6 Diploma in Professional Marketing (VRQ)/CIM Level 6 Diploma in Professional Digital Marketing (VRQ) Qualification Specification

Please refer to the CIM Level 6 Diploma in Professional Marketing/ CIM Level 6 Diploma in Professional Digital Marketing Qualification Specifications for all other information relating to the CIM Level 6 Diplomas including:

- CIM Professional Marketing Competencies
- The Level 6 qualification structure
- Who it is for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it is assessed – assessment methodology
- How the assessments are delivered and when
- How it is graded
- When are results issued?
- Module specifications
- What we mean by command words

Module content: The Digital Customer Experience (mandatory)

Level 6	Credit value: 17	Total Qualification Time: 170 hours Guided Learning Hours: 150 hours
---------	------------------	---

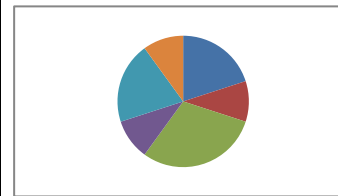
Purpose statement

This module develops the skills and knowledge required to enable strategic decision-making for the management of digital channels, and the knowledge to understand the customer journey and the desired customer experience, considering people, planet and profit. The module covers three units: the first unit develops skills to assess digital customer insights and strategic options for channel selection; the second unit develops knowledge about the effective management and legalities of digital channels and campaigns; and the third unit covers the techniques to understand the customer journey and develop planning skills to improve user digital experience considering / aligned with the sustainable development agenda.

Assessment

Organisation based assignment

Module weighting



LO 1 – 15% weighting
LO 2 – 15% weighting
LO 3 – 15% weighting
LO 4 – 15% weighting
LO 5 – 20% weighting
LO 6 – 20% weighting

Overarching learning outcomes

By the end of this module learners should be able to:

Channel Selection and Customer Insights

- Assess the strategic options for channel selection
- Understand relevant insights into digital customers

Managing Channels

- Understand how digital channels are managed effectively in practice
- Define requirements for legal compliance in digital campaigns

Digital Customer Experience

- Understand the customer journey
- Develop plans to improve the user experience

Unit 1: Channel Selection and Customer Insights

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
1. Assess the strategic options for channel selection	1.1 Define channel goals	<ul style="list-style-type: none"> • Frameworks for objective setting including setting SMART goals • Relevant contribution and alignment to sustainability challenges and goals • Organisation vision, mission and values • Setting channel specific goals with relevant metrics • Customer acquisition/conversion/retention • Increasing customer engagement – relationships over transactional • Planning for growth – considering people, planet and profit
	1.2 Evaluate the key criteria for channel selection	<ul style="list-style-type: none"> • Different types of channels; paid, owned and earned media • Types of audiences on different channels • Identify factors that influence successful channel implementation • Identify channel risk factors • New and emerging channels • Organisational risks in relation to channel usage – reputation, engagement, ROI • Role of channels in driving / contributing to the sustainability agenda

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
2. Understand relevant insights into digital customers	2.1 Analyse customer data to generate insights for customer personas	<ul style="list-style-type: none"> • Frameworks for creating customer personas • Customer data sources • Online research sources • Current and changing customer behaviour • Information from website analytics data and dashboards • Processes for how data will be used effectively
	2.2 Describe research techniques to understand the customer experience	<ul style="list-style-type: none"> • Research techniques for online customer insights • Analytics and insights • Website behaviour tools • Online survey techniques and tools • Sentiment analysis • Regular and consistent metrics and reporting • Cross functional relationships and communication

Unit 2: Managing Channels

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
3. Understand how digital channels are managed effectively in practice	3.1 Demonstrate methods of generating customer awareness	<ul style="list-style-type: none"> • Options for reaching and attracting online audiences • Relationship building vs transactional • Top of the funnel activity • Digital marketing mix and tools • Methods for attracting attention • Role of content, copy and creative • Variation in approach across platforms • Test and learn • Organic search and social • Paid channel options for audience targeting • Keyword research (short vs long tail terms)
	3.2 Recommend suitable paid, owned and earned media channels to acquire/engage customers	<ul style="list-style-type: none"> • Middle of the funnel activity • Bottom of the funnel activity • Role of websites and different types of landing pages • Role of partnerships, associations, sponsors, contra deals • Content marketing options • Digital communications • Identify risks and constraints • Resources needed <ul style="list-style-type: none"> ○ In-house vs agency ○ Consultants ○ Briefing Agencies ○ Budgets

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
	3.3 Analyse the effectiveness of digital marketing channels within the market	<ul style="list-style-type: none"> • Return on investment - Reach, engagement and conversion • KPIs, dashboards and reports for assessing channels • Options and tools for monitoring channels • Attribution modelling • Influencer channels vs converting channels •
4. Define requirements for legal compliance in digital campaigns	4.1 Explain relevant regulations and codes of practice that could impact channel selection and implementation	<ul style="list-style-type: none"> • Data protection, international privacy law, eg, GDPR in Europe • Industry codes of practice • Disability and discrimination • Brand and trademark protection • Intellectual property rights • Contract law • Online advertising law • Content, copyright, media • Channel terms and conditions
	4.2 Recommend best practice for digital compliance	<ul style="list-style-type: none"> • Ethical and legal implications for different channels • Data collection • Email, SMS, permission, spam, opt-in • Privacy statements and cookie policy • Due diligence in relation to third party • Changes and improvements to current and future marketing activity • Upskilling / knowledge awareness within the marketing team • Monitoring of preference centre

Unit 3: Digital Customer Experience

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
5. Understand the customer journey	5.1 Discuss key touchpoints for customer acquisition and conversation	<ul style="list-style-type: none"> • Customer journey models • Customer journey mapping across mobile, tablet, desktop • Website channel success factors including search engine optimisation (SEO) and paid search • Search Marketing success factors • Social media success factors • Digital communication success factors • Types of content and messaging across different touchpoints
	5.2 Appraise the customer journey and digital experience	<ul style="list-style-type: none"> • The digital customer experience at each stage of the customer journey • Customer state (thinking/feeling) • Measuring customer experience • Appraisal of Paid, owned, earned media • Content audit, content planning, volume, engagement and content calendars • Rate of and issues behind customer churn • Social listening and sentiment analysis • Aligned to organisational purpose • Legal and privacy requirements
6. Develop plans to improve the user experience	6.1 Evaluate the user experience in organisations	<ul style="list-style-type: none"> • New customer onboarding sequence • Website structure, navigation and design • User experience (UX) and usability • Personalisation of the journey • Test and learn

Learning Outcomes The learner will:	Assessment Criteria The learner can:	Indicative Content
		<ul style="list-style-type: none"> • Cross functional relationships and communication • Impact of social media • Impact of broader societal challenges • CRM systems • Advantages and disadvantages of marketing automation • Changes and trends in online purchase behaviour • Capture feedback for products/feature improvements • Mobile experience • Online surveys • Customer support process and systems • Effective processes to measure, report, act
	6.2 Develop a plan to test and improve the customer digital experience	<ul style="list-style-type: none"> • Clear objectives for improvements to customer experience • Act on the data and reporting outputs • Strategic options • Review of platforms and channels • Tactical digital marketing recommendations across touchpoints • Justification of plan content. • Budget and resources • Future digital worlds – Virtual Reality (VR), Augmented Reality (AR), metaverse • Future advancements in Artificial Intelligence (AI) • Awareness of the sustainability agenda



CIM

Chartered Institute of Marketing
Moor Hall
Cookham
Maidenhead
Berkshire
SL6 9QH
UK
Telephone: 01628 427500
www.cim.co.uk