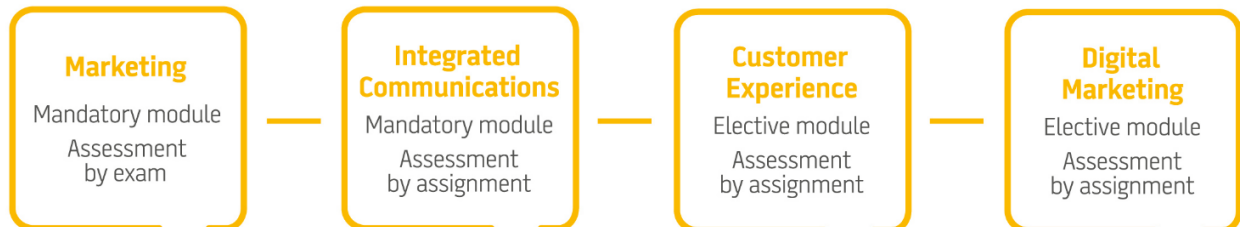# Module Specification:

Customer Experience

Customer Experience is a 17 credit elective module which sits within the suite of Level 4 modules.

Marketing	**Integrated Communications**	**Customer Experience**	**Digital Marketing**
Mandatory module	Mandatory module	Elective module	Elective module
Assessment by exam	Assessment by assignment	Assessment by assignment	Assessment by assignment

To gain the CIM Level 4 Certificate in Professional Marketing a pass in **BOTH** mandatory modules plus **ONE** elective module is required. However, each module can be taken as a standalone module to gain a module award.

Aim of the module

This module recognises how deeper knowledge of customer requirements within different contexts allows organisations to enhance the customer experience. It provides the skills and understanding to assess customer expectations in context and to develop and deliver activities that meet those expectations. It introduces customer experience frameworks and highlights how to establish effective monitoring and measurement techniques that ultimately enable organisations to improve customer experience.

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 given scenario and an organisation of choice.

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

CIM Level 4 Certificate in Professional Marketing Qualification Specification

Please refer to the CIM Level 4 Certificate in Professional Marketing Qualification Specification for all other information relating to the CIM Level 4 Certificate in Professional Marketing including:

- CIM Professional Marketing Competencies
- The Level 4 qualification structure
- Who it's for
- Entry requirements
- The Modular Pathway
- Progression
- Credits and Total Qualification Time (TQT)
- Modes of study
- How it's assessed – assessment methodology
- How the assessments are delivered and when
- How it's graded
- When are results issued?
- Module specifications
- What we mean by command words

Module content: Customer Experience (elective)

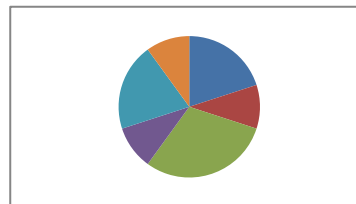| Level 4	Credit value: 17	Total Qualification Time: 170 hours

Purpose statement

Marketers increasingly need to develop deeper knowledge of customers in different contexts. This module will enable you to understand and enhance the customer experience.

Assessment	**Module weighting**
Work-based assignment	LO 1 – 15% weighting LO 2 – 15% weighting LO 3 – 20% weighting LO 4 – 20% weighting LO 5 – 15% weighting LO 6 – 15% weighting

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

Customer Context
- Understand the range of different contexts across which marketers operate
- Understand the importance of customer expectations

Customer Experience
- Understand the different dimensions of customer experience
- Deliver activities that enhance customer experience

Measuring and Monitoring
- Know how to monitor and measure customer experience in context
- Use metrics to improve future customer experience

Unit 1: Customer Context

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
1. Understand the range of different contexts across which marketers operate	1.1 Explain the different forms of organisations, and how these determine the type and level of customer experience.	• Multinational organisations • Transnational organisations • International organisations • Global organisations • Small and medium enterprises (SMEs) • Micro enterprises • B2B, B2C, service and retail • Charities • Voluntary organisations • Trade unions • Professional bodies • Educational institutions • National and international non-governmental organisations • Social enterprises • Government administrative departments, offices and agencies • Local government • Education • Health • Police and emergency services
	1.2 Explain how the different forms of organisations influence their key characteristics, motives, objectives and the role of marketing within those organisations.	• Marketing fulfilling the needs of organisations and customers • Legal forms of ownership • Organisation size • Organisational aims and objectives • Financial and personal motives

		• The nature of and importance of owners, shareholders and managers
		• Organisational motives including:
		  ○ surplus revenues
		  ○ social benefits
		  ○ purpose
		  ○ restrictions
		• Significance of various stakeholders
		• Importance of transparency and ethical practice
		• Business versus social value creation

	1.3 Assess the role of marketing in understanding customer expectations in context of the organisation	• Interpreting the organisational context • Understanding customer expectations • Mapping the customer journey to determine expectations where gaps in expectation/delivery exist • Competitor offerings • Analysis and interpretation of information • Developing and presenting insights
2. Understand the importance of customer expectations	2.1 Demonstrate the importance of fulfilling customer expectations and apply to a range of contexts	• Customer needs and expectations • Financial consequences of meeting and/or exceeding customer expectations • Customer satisfaction models • Customer expectation changes • Competitor offers
	2.2 Discuss the interaction between quality, customer satisfaction and customer loyalty	• Customer service • Service quality • Customer satisfaction • Retention and loyalty
	2.3 Explain the importance of brands in setting customer expectations for a range of contexts	• Definition of brand and branding • Role of brands/branding • Brand characteristics • Brand promise • Brand value propositions • Brand loyalty

	2.4 Appraise consumer behaviour theory relating to customer expectations	• Consumer culture and the consumer society • Pre-purchase, purchase and post purchase • Awareness, interest, desire, action • Diffusion of innovations and types of adopters • Confirmation/disconfirmation • Cognitive dissonance • Segmentation and the influence of age, social class, and geography • The global consumer

Unit 2: Customer Experience

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
3. Understand the different dimensions of customer experience	3.1 Describe customer experience components with contextual application	• Customer expectations • Definitions of customer experience • Moments of truth • Customer touchpoints • Customer journey • Value creation • Tangible and intangible aspects • Brand value and promise
	3.2 Recommend customer experience management frameworks for application to context	• Customer experience management frameworks • RATER (Reliability, Assurance, Tangibles, Empathy Responsiveness) Zeithaml et al • IDIC (Identify, Differentiate, Interact, Customise) Peppers & Rogers • 3 pillars, (Operational excellence, Customer interaction excellence, Decision-making excellence) Soudagar
	3.3 Explain the links between customer relationship marketing and customer experience management	• Trust, commitment and co-operation • Relationship lifecycle model • Ladder of loyalty • Links between quality and loyalty • Pre, during and post experience • Co-creation • Customer experience modelling • Continuous innovation
4. Deliver activities that enhance the customer experience	4.1 Recommend a product/service offer to create and enhance customer experience	• Product/service experience • Core, actual and augmented product • Contribution of brand/branding

		• Developing a value proposition
	4.2 Discuss the role of the marketing mix in creating and enhancing customer experience	• Price to support the value proposition • Place, physical/online environment and atmosphere influences on customer experience • People and processes to support value proposition • Self service options • Role of staff in creating customer experience • Employee satisfaction and customer satisfaction • Emotional intelligence • Employee talent development • Promotion mix
	4.3 Recommend promotion mix messages to creating and enhancing customer experience	• Social networks • Digital media • In-store point of sale • Sales and delivery staff • Personal selling • Support channel communication • Differentiate, remind, inform persuade (Fill) • Tailoring messages for existing, returning and new customers

Unit 3: Measuring and Monitoring

Learning outcomes The learner will:	Assessment criteria The learner can:	Indicative content
5. Know how to monitor and measure customer experience in context	5.1 Identify appropriate customer experience measures	• Customer satisfaction • Customer retention and loyalty • Customer feelings/emotions • Customer willingness to recommend: Net Promoter Score • Repeat purchasing • Purchase value • Number of complaints
	5.2 Identify and apply appropriate market research methods to measure the effectiveness of customer experience activities	Secondary research methods: • Internal: sales analysis, customer service/complaints analysis • External: social media monitoring, measuring opinion, bulletin board focus groups Primary research methods: • Interviews • Surveys • Observation • Focus groups • Panels • Mystery shoppers
	5.3 Evaluate the relevance of customer complaints, compliments and other feedback	• Numbers and nature of complaints • Complaint response times • Customer satisfaction with response to a complaint • Numbers and nature of compliments • Numbers and nature of other feedback

	5.4 Justify the need to measure and monitor customer experience from a range of stakeholder perspectives	• Customer • Organisation • Employee • Competitors
6. Use metrics to improve future customer experience	6.1 State key performance indicators (KPIs) designed to measure customer experience and inform recommendations	Measuring marketing performance through KPIs: • Customer service • Customer satisfaction • Complaints • Retention • Reach • Understood by audiences and informed by best practice
	6.2 Analyse information obtained from metrics to inform improvements	• Data collection and interpretation • Improving customer experience through marketing activities • Reducing complaints, increasing retention, improving reach • Achieving organisational aims and objectives
	6.3 Present data to inform customer experience improvements	• Analysis-informed improvements • Working with statistics and trends • Developing key insights • Presenting key findings
	6.4 Recommend improvements in customer experience based on information	Relate to contextually relevant aspects of the organisation including: • Soft data and informal communications • Elements of the extended marketing mix • Organisational culture and leadership • Processes and channels