



TRUST ACADEMY

Training...for Excellence!!!

Scheme of Work

Programme/Qualification Title: CIM	Module/Unit Title/Ref No: LEVEL 6
Advanced Diploma	Customer Journey Optimisation

Tutor:	No of weeks/sessions or Start/end dates:	Hours per week/per session:	Total GLH:
Collins Samata	28 weeks	3hours	84

Module/Unit Aims:

This module provides a strategic framework to understand how to evaluate the stages in the customer journey and identify a data-led approach to achieve seamless customised journeys delivering customer satisfaction, loyalty and advocacy. The module will allow candidates to emerge equipped with a deeper comprehension of the customer journey and the methodologies necessary to optimise meaningful connections with their audiences.

Module/Unit Learning Outcomes:

- To optimise the customer journey and create seamless customised journeys which improve customer satisfaction
- To develop advanced knowledge and skills to create a customer journey map
- To analyse complex data to identify patterns, trends and insights to optimise performance.

Date/	No. of	Topic/Content	Learning Outcome(s)	Method(s) of	Resources	Assessment, i.e.
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Week/ Session No:	GLH			delivery		means of evaluating achievement of Learning Outcomes
1 to 10	22	<p>CHAPTER 1 Analyse how a successful customer journey can deliver benefits to the customer in an organisational context</p> <ul style="list-style-type: none"> • Organisational types <ul style="list-style-type: none"> ○ B2b ○ B2c ○ NfP ○ C2C • Benefits to the customer of an effective customer journey <ul style="list-style-type: none"> ○ Consistent experience • Relevance <ul style="list-style-type: none"> ○ Convenience ○ Transparency ○ Satisfaction ○ Engagement ○ Value 	<ul style="list-style-type: none"> • Understand the stages involved in creating an integrated customer journey map. 	Lecturing	Module	On-going basis using questions (assignment) and presentations

		<p>Sources of data - Technology in informing decisions (e.g. GA4, marketing attribution, etc)</p> <p>Customer interaction data (e.g. At touchpoints, on social media, etc)</p> <p>Quantitative data (e.g, web analytics, purchase history, etc.)</p> <p>Qualitative data (e.g. Customer feedback, surveys, etc.)</p> <p>Collect and integrate data</p> <p>Clean and process data (e.g. Correction of errors, de-duplication, etc)</p> <p>Analyse data for patterns, trends and correlation</p> <p>Identify insights and key areas for improvements.</p> <p>Implement changes</p>					
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		<p>Monitor, measure and refine</p> <p>Data compliance</p> <ul style="list-style-type: none"> ○ GDPR data collection ○ Ethics and governance 				
	22	<p>CHAPTER 2</p> <p>Developing persona using data and research</p> <p>Customer journey audit</p> <p>Identify any insight gaps. Pain-points/weaknesses in the journey</p> <p>Methods to resolve gaps in the customer journey (e.g. poor landing page conversion to form fill)</p> <p>Create a seamless online and offline experience</p> <p>Explain how to utilise patterns and trends in the data</p> <ul style="list-style-type: none"> • Use of patterns and trends in data. Explore - ○ Customer behaviour ○ Preferences – 	<p>Reflect on the customer journey audit to identify painpoints.</p>			

		<ul style="list-style-type: none"> ○ channels, products, content ○ Interactions with the brand ○ Identify key touchpoints <ul style="list-style-type: none"> • Leverage data for – <ul style="list-style-type: none"> ○ Customer engagement ○ Business growth ○ Predictive analytics 				
11	4	In class test				In class test CHAPTER 1 &2
12 to 21	22	<p>CHAPTER 3</p> <p>Recommend metrics to measure proposed improvements.</p> <p>Use key metrics –</p> <ul style="list-style-type: none"> ○ Life time value (LTV) <ul style="list-style-type: none"> ○ Cost of customer acquisition (CAC) ○ Net Promoter Score (NPS) ○ Return on Marketing Investment (ROMI) ○ Customer satisfaction ○ Average order value 	<ul style="list-style-type: none"> • Understand how metrics can be used to measure the success of improvements to the customer journey. 	Lecturing and student presentation	Module	On-going basis using questions (assignment) and presentations

		<ul style="list-style-type: none"> ○ Customer retention rate ○ Time to conversion ○ Bounce rate ○ Abandonment rate ○ Channel metrics 				
		<p>Justify how the content of an optimization plan will deliver improvements across channels.</p> <p>Journey optimization plan</p> <ul style="list-style-type: none"> – ○ Journey audit ○ Customer feedback ○ Satisfaction scores ○ Data analytics <p>SMART objectives</p> <p>Tailor plan to customer persona analysis</p> <p>Prioritise improvement opportunities</p> <p>Develop customer-centric strategies</p>				

		Cross-functional collaboration to improve customer experience				
22	6	In class Test				In class test for Chapter 3
23 to 24	8	Revisions				

Total number of GLH:	Syllabus content fully covered:			All Learning Outcomes fully covered:	If syllabus/learning outcomes not fully covered, where/how will these be covered elsewhere?
84	Yes	<input checked="" type="checkbox"/>	No <input type="checkbox"/>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	