

Driving Digital Experience

Session 1: Developing Digital Customer Insights

Session 2: Trends and Innovation in Digital Customer Experience

Session 3: Measuring Digital Customer Experience

Session 4: Capturing and Analysing Data To improve the Customer Experience

Session 5: Mapping the Customer Journey

Session 6: Improving the User Experience

Session 7: Testing the User Experience

Session 8: Creating a Plan to Improve Digital Customer Experience

All units can be studied anytime using our comprehensive, fully supported online Distance Learning mode of study.

Blended Learning Training Days

Courses	Dates		Centre
Driving Digital Experience Induction	13 November 2019	6 pm to 8 pm	IntegralEdu
Driving Digital Experience Intensive (UK Trainer)	16-17 November 2019	9.30 am to 5 pm	Radisson BLU
Driving Digital Experience Workshop	11 January 2020	9 am to 5 pm	IntegralEdu

CIM Key Dates

	Booking Window*	Final Submission
April 2020 Assessment Board (TBC)	June 17th - November 1st 2019	4 November 2019 - 28 February 2020 24 March 2020

Gateway Programs

Intensive Weekends

	Dates		Centre
Digital Gateway	18 October 2019	9.30 am to 5 pm	Radisson BLU
Marketing Gateway	25-26 October 2019	9.30 am to 5 pm	Radisson BLU

Deadline registration blended learning: 1 November 2019.