



CIM Level 6 Diploma in Professional Marketing

Mastering Metrics (2201)

July 2018

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
- Assignments can only be accepted for marking with a valid assessment booking

Scenario: Measuring volume and value of customer feedback

Customer feedback can be gathered in several ways, providing a wide range of data to inform the organisation. This data needs to be relevant and useful, so how it is gathered, the relevance of what is gathered and its value to the organisation need to be measured in a purposeful way.

This feedback can then be used to support decisions, for example, on which areas of the business the organisation wishes to focus, and it can also support the development of product and/or service improvements. Ultimately this data can then be used to support organisations in their strategic decision making.

In your role as a Marketing Manager, you have been asked to report to the Senior Management Team (SMT) of your own organisation, or an organisation of your choice, on how to improve both the volume and value of customer feedback for **ONE** key customer segment.

Guidance notes:

This assignment consists of **THREE** separate tasks that are linked together to form a set of solutions to enable an organisation to measure improvements in gathering customer feedback. The first task includes an introduction, in the form of a summary of your chosen organisation; this should be brief, with the main focus being around the headings in the assignment brief.

FIVE marks will be awarded for this organisation summary, which will form part of the report required for the first task, using the headings supplied as guidance.

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

Good Practice Guidelines for Assignment Production

The **recommended page count limit** for this assignment has been set by the Examiners as being suitable for candidates to produce a concise, professional document that covers all of the assessment criteria covered by the brief. Submissions that exceed the recommended page count limit are likely to contain irrelevant material that can restrict the emphasis on key points relevant to the brief/task. Equally, submissions that are below the recommended page count limit are unlikely to contain sufficient detail.

TASK 1 – REPORT

Assessment criteria covered in Task 1:

AC1.1, AC1.3, AC1.4, AC2.1, AC2.3

Please refer to the module specification for assessment criteria details.

In your role as a Marketing Manager you have been asked by the SMT of your chosen organisation to produce a report on the role of metrics in measuring the volume and value of customer feedback.

Required:

- (a) Provide a background to your chosen organisation, using the organisation summary guidelines. *(5 marks)*
- (b) Discuss what factors, both internal and external to the organisation, could impact on the volume and the value of customer feedback received. *(10 marks)*
- (c) Evaluate the effectiveness of the metrics that are currently used to measure the volume and value of customer feedback in your chosen organisation. *(15 marks)*

(Total – 30 marks)

*(Organisation summary recommended page count limit – one side of A4 paper)
(Tasks 1 (b) to 1 (c) recommended page count limit – four sides of A4 paper)*

TASK 1 – REPORT**Recommended page count limit:****Task 1 (a) – one side of A4 paper****Tasks 1 (b) to 1 (c) – four sides of A4 paper**

Guidance notes:	ORGANISATION SUMMARY GUIDELINES
	Contents will contribute to the FIVE marks available in Part (a) of Task 1. The following headings must be included: • Organisation name • Type of organisation, for example, profit or not-for-profit, local, national, global, and type of legal entity • Size of organisation in terms of turnover and/or number of employees • Range of products and services provided • Customer base, for example, B2B/B2C • Main competitors Other information relevant to the assignment may be included, within the recommended page count limit, to assist the Examiner in understanding the organisation.
	You will need to explore the measurement techniques that are required for customer feedback and that support effective metric setting within the organisation to ensure that the volume and value of customer feedback are maintained. Task 1 (b): Candidates should discuss a range of relevant external and internal factors that could impact on what metrics are used to measure the volume and value of customer feedback received. This may depend on the importance of marketing metrics to the organisation, the type of organisation and its lifecycle stage. For example, a start-up organisation with a low customer base but with an innovative product offering may differ in how it gathers customer feedback to a larger organisation that is keen to protect its market share in a competitive market. Other examples could be the impact of the skills of the current marketing team or financial constraints in the marketing budget.

Continued

Task 1 continued

	Task 1 (c): Candidates should demonstrate understanding of the main marketing metrics that are currently used to measure volume and value of customer feedback. These could include, for example, customer profiling, satisfaction and loyalty metrics. The answer could also include examples of digital metrics, promotional and media metrics or business and finance metrics. Candidates will also be expected to consider the risks of, for example, relying on a single source of metrics, the reliability of metrics and the use of incorrect metrics.
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TASK 2 – BRIEFING PAPER

Assessment criteria covered in Task 2:

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

Please refer to the module specification for assessment criteria details.

You have been asked to provide a briefing paper for the SMT that includes a dashboard to illustrate how metrics could measure the volume and value of customer feedback.

Required:

- (a) Create a dashboard that shows how the metrics currently used can illustrate the volume and value of customer feedback for **ONE** key customer segment. *(10 marks)*
- (b) Recommend ways in which the dashboard can be used to set alerts to changes in the volume of customer feedback received for this key customer segment. *(8 marks)*
- (c) Evaluate how the current dashboard can be used to analyse and modify marketing activities to improve the volume and value of customer feedback for the key customer segment. *(12 marks)*

(Total – 30 marks)

(Tasks 2 (a) to 2 (c) recommended page count limit – six sides of A4 paper)

TASK 2 – BRIEFING PAPER**Recommended page count limit: six sides of A4 paper****Guidance notes:**

Task 2 (a): Using their answer to Task 1 (c) candidates should select **ONE** key customer segment in their organisation and consider the current metrics and how they can measure improvements in the volume and value of this customer segment feedback, illustrating this in a dashboard. For example, operational and tactical metrics that link to marketing activity, or metrics that allow for further data integration and management reporting. They should also consider the challenges of having too much data and how this can be overcome.

Task 2 (b): Candidates should demonstrate knowledge of what automated techniques can be used within a dashboard to help alert marketers to changes in levels of customer feedback. Then candidates should recommend ways to set, for example, trigger levels to identify when customer feedback drops below certain levels, or other methods of marketing automation. Consideration of acceptable levels of variation of the volume of customer feedback should be provided by candidates.

Task 2 (c): Candidates should consider current marketing activity for the key customer segment and then evaluate how it could support obtaining improved levels of valuable customer feedback. This may include, for example, tracking trends of one activity compared to another, or evaluating the value of the feedback in relation to the data being sought from the marketing activity. Both positive and negative feedback can be considered to enable improvements, along with development of customer feedback methods to improve both volume and value of feedback. Candidates may consider qualitative and quantitative methods to ensure that both volume and value is included.

TASK 3 – REPORT

Assessment criteria covered in Task 3:

AC5.1, AC5.2, AC5.3, AC6.1, AC6.3

Please refer to the module specification for assessment criteria details.

You have been asked to prepare a report for the SMT, making recommendations for the use of the most effective metrics to improve the volume and value of customer feedback.

Required:

- (a) Assess the strengths and limitations of new data sources, both online and offline, that could be used to analyse customer feedback for the organisation in general. *(15 marks)*
- (b) Discuss the latest trends in metrics and their potential impact on the volume and value of customer feedback for the key customer segment selected in Task 2 (a). *(10 marks)*
- (c) Recommend the most effective new metrics to improve the volume and value of customer feedback for the key customer segment. *(15 marks)*

(Total – 40 marks)

(Tasks 3 (a) to 3 (c) recommended page count limit – five sides of A4 paper)

TASK 3 – REPORT**Recommended page count limit: five sides of A4 paper****Guidance notes:**

Task 3 (a): Candidates should demonstrate their knowledge of data sources that are relevant to customer feedback analysis for the organisation generally. Examples to consider could be from tactical activities, dashboard information, primary and secondary research, etc. The strengths and limitations of the chosen sources in helping to inform marketing activity and analysis should be assessed for the organisation as a whole.

Task 3 (b): This task requires candidates to identify the latest trends in metrics so, for example, using social media, real-time data analysis methods and other digital metrics. Each trend should be discussed in terms of the impact it may have on informing the organisation of ways to obtain relevant feedback from the key customer segment, and ways these trends can be monitored.

Task 3 (c): This task requires candidates to make recommendations on which are the most effective metrics to improve the volume and value of customer feedback for the key customer segment. This task should take into consideration the answers to Task 3 (a) and Task 3 (b), to help justify the recommendations made. Where candidates feel that emerging metrics are not relevant to the chosen organisation, then a description of the metrics they would like to see developed is suitable.