



CIM Qualifications Specification

Level 6 Qualification Specification:

CIM Level 6 Award in Customer Journey Optimisation



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About CIM

CIM is an Ofqual regulated provider and our qualifications are also accredited by the European Marketing Confederation. We currently have over 12,500 studying members in 118 countries and 18,000+ assessments are taken by our students every year.

Our qualifications are delivered through an international network of Accredited Study Centres, enabling you to learn in a way that suits your lifestyle - from flexible awards to full qualifications.

Each module is based on the CIM Global Professional Marketing Framework. Our unique framework is designed to help marketers meet the increasing demands that are expected of them at every stage in their career.

Over **100** years
of supporting, developing
& representing marketers

12,500+
current studying members

118
countries

18,000+
assessments taken every year

The CIM Global Professional Marketing Framework

DIRECTION: Developing capability by design for understanding & context.

CAPABILITY: Knowledge & abilities to deliver against the plan.

PROFESSIONALISM: The way we work.

IMPACT: The benefits to us, our business, the economy & society.



Module Aim

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.

Qualification Structure

Qualification Sizes:

Qualification Title	Size
CIM Level 6 Award in Customer Journey Optimisation	10 Credits (100 TQT) (80 GLH)

Module Purpose

This module covers the strategic steps in applying customer data & insight to optimise the customer journey and create seamless customised journeys which improve customer satisfaction, advocacy and loyalty to support the delivery of business objectives and success. Candidates will cover three key outcomes, the first develops advanced knowledge and skills to create a customer journey map, the second supports understanding why and how to gather data to inform customer journey improvements, and the third provides the understanding to analyse complex data to identify patterns, trends and insights to optimise performance.

Module Content

LEARNING OUTCOMES	ASSESSMENT CRITERIA	INDICATIVE CONTENT
<p>1. Understand the stages involved in creating an integrated customer journey map.</p>	<p>1.1 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 ○ Convenience ○ Transparency ○ Satisfaction ○ Engagement ○ Value
	<p>1.2 Demonstrate the steps involved in creating an integrated customer journey map.</p>	<ul style="list-style-type: none"> • Develop persona based on research • Map journey from awareness to advocacy <ul style="list-style-type: none"> ○ Awareness ○ Consideration ○ Purchase ○ Retention ○ Advocacy (ACPRA) ○ Identify touchpoints ○ Outline key journey stages (eg. ACPRA, Kotler's 5A's) ○ Map customer emotions ○ Identify customer goals ○ Identify pain-points ○ Map marketing channels to stages of journey ○ RACE ○ SERVQUAL/RATER scale (Reliability,

		<p>Assurance, Tangibles, Empathy, Responsiveness)</p> <ul style="list-style-type: none"> ○ Identify gaps in the customer journey ○ Recommend changes to address pain-points ○ Monitor using key metrics and feedback
	<p>1.3 Explain the process of selecting, analysing and applying appropriate and robust data and insights.</p>	<ul style="list-style-type: none"> ● Sources of data - ● Technology in informing decisions (e.g. GA4, marketing attribution, etc) ● Customer interaction data (e.g. At touchpoints, on social media, etc) ● Quantitative data (e.g, web analytics, purchase history, etc.) ● Qualitative data (e.g. Customer feedback, surveys, etc.) ● Collect and integrate data ● Clean and process data (e.g. Correction of errors, de-duplication, etc) ● Analyse data for patterns, trends and correlation ● Identify insights and key areas for improvements. ● Implement changes ● Monitor, measure and refine ● Data compliance <ul style="list-style-type: none"> ○ GDPR data collection ○ Ethics and governance

<p>2. Understand how the use of data and insight can determine how customer journeys can be improved.</p>	<p>2.1 Reflect on the customer journey audit to identify pain-points.</p>	<ul style="list-style-type: none"> • Developing persona using data and research • Customer journey audit • Identify any insight gaps. • Root cause analysis and 5 Why's • SERVQUAL analysis • Pain-points/weaknesses in the journey • Methods to resolve gaps in the customer journey (e.g. poor landing page conversion to form fill) • Create a seamless online and offline experience
	<p>2.2 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: <ul style="list-style-type: none"> ○ Customer behaviour ○ Preferences – channels, products, content ○ Interactions with the brand ○ Identify key touchpoints • Leverage data for - <ul style="list-style-type: none"> ○ Customer engagement ○ Business growth ○ Predictive analytics

	<p>2.3 Determine what improvements can support the customer journey.</p>	<ul style="list-style-type: none"> • Improvements at each stage of the customer journey • The Delphi Method • A/B testing • McKinsey customer journey decision model • Use insights gained to - <ul style="list-style-type: none"> ○ Target messages ○ Tailor offers, promotions, experiences ○ Predict future customer requirements ○ Optimise customer journey ○ Build long term relationships • Monitor and adapt over time
<p>3. Understand how metrics can be used to measure the success of improvements to the customer journey.</p>	<p>3.1 Determine metrics to measure proposed improvements.</p>	<ul style="list-style-type: none"> • Use key metrics – <ul style="list-style-type: none"> ○ Life time value (LTV) ○ Cost of customer acquisition (CAC) ○ Net Promoter Score (NPS) ○ Return on Marketing Investment (ROMI) ○ Customer satisfaction ○ Average order value ○ Customer retention rate ○ Time to conversion ○ Bounce rate ○ Abandonment rate

		<ul style="list-style-type: none"> ○ Channel metrics
	<p>3.2 Justify how the content of an optimisation plan will deliver improvements across channels.</p>	<ul style="list-style-type: none"> ● Journey optimisation plan <ul style="list-style-type: none"> ○ Journey audit ○ Customer feedback ○ Satisfaction scores ○ Data analytics ● SMART objectives ● Tailor plan to customer persona analysis ● Prioritise improvement opportunities ● Develop customer-centric strategies ● Cross-functional collaboration to improve customer experience ● Optimise resources needed ● Work towards continuous improvement

Credits, Total Qualification Time (TQT), Guided Learning Hours (GLH)

The CIM Level 6 Award has been calculated as carrying 10 credits, which equates to approximately 100 hours of Total Qualification Time (TQT) and 80 Guided Learning Hours (GLH).

Credits – Each module has a credit value which indicates how many credits are awarded when a module is completed. The credit value also gives an indication of how long it will normally take to achieve a module or qualification. One credit usually equates to 10 hours of learning.

Guided learning hours (GLH) –The number of hours of teacher-supervised or directed study time required to teach a qualification or unit of a qualification.

Total Qualification Time – is the amount of time expected to take, on average, to complete the learning outcomes of a module to the standard defined by the assessment criteria and includes:

- guided learning hours
- practical and work-based learning
- assessment preparation time and
- assessment time
- supported self-study time

Assessment

The assessment method for this module is an Onscreen assessment utilising Multiple Choice Testing. Assessments are employer-driven, practitioner-based, relevant, and appropriate for business needs.

Module	Assessment Type	Availability
	Onscreen Multiple-Choice Test 45 questions 90 Minutes	6x On-Demand windows (results issued after each close of On-Demand window)

Grading

Module Grading

Grading will be applied to each module as well as to the overall qualification.

Distinction	(D)	80%+
Merit	(M)	70-79%
Pass	(P)	60-69%
Fail	(F)	0-59%

The percentage mark along with the corresponding grade will be issued for each module. To achieve the total qualification each individual module needs to achieve 60% or above.

Entry Requirements

One or more of the following is required to gain entry onto this qualification:

- CIM Level 4 Professional Certificate in Marketing or CIM Level 4 Certificate in Professional Marketing or
- CIM Level 4 Certificate in Professional Digital Marketing.
- Any relevant Level 4 qualification
- An equivalent Level 4 Apprenticeship such as Marketing Executive. CIM will consider other equivalent Marketing apprenticeships.
- An equivalent Level 6 Apprenticeship such as Marketing Manager. CIM will consider other equivalent Marketing apprenticeships.
- Bachelor's or Master's degree, with at least one-third of credits coming from marketing content (i.e. 120 credits in Bachelor's degrees or 60 credits with Master's degrees)
- Professional practice (suggested two years of marketing in an operational role) and diagnostic assessment.

If English is not your first language, you will also need to provide evidence of achieving one of the following English Language qualifications within the last two years: IELTS Academic Module with an overall score of 6.5 (each component pass mark must be 6.0 or above) or Cambridge Certificate of Advanced English grade B or above. CIM will consider other equivalent alternatives.

Accessibility & Inclusion

There may be incidents where candidates may require special consideration and reasonable adjustments to the delivery and assessment of qualifications. In the event of this, Study Centres or candidates should review our Reasonable Adjustments and Special Considerations policy which is available to candidates on the **MyCIM Portal** once they are registered.

Reasonable adjustments enable a candidate with additional requirements to demonstrate their knowledge, skills and understanding of the levels of attainment required by the relevant CIM qualification specification. CIM ensures its Reasonable Adjustments Policy aligns with regulatory and legal requirements.

Special Considerations enable a candidate to apply for special consideration to be considered as part of their assessment by way of marks/ percentage of marks for their assessment. The application of Special Consideration focuses on a scenario before or during the assessment that impacted the candidate's ability to perform on the day of an assessment, so they are not disadvantaged by circumstances outside of their control. CIM ensures its Special Considerations Policy aligns with regulatory and Joint Council of Qualifications (JCQ) guidelines.

Accreditation of Prior Learning (APL) and Exemptions

For further information on CIM's Accreditation of Prior Learning (APL) and Exemptions policy, please contact: exemptions@cim.co.uk

Membership

Membership with CIM is required to allow candidates to book any assessments and access support and resources. Once you have enrolled with an accredited study centre it is encouraged to join membership at the level that best suits your experience. For example, if you have three years' experience in marketing, the Associate (ACIM) level may be best suited. Check out all membership levels [here](#).

Alternatively, all students studying CIM qualifications can join at the [Affiliate Studying](#) level which allows you to book for any future assessments and access student resources such as EBSCO, sample tests and more.

Progression Opportunities

All of our Level 6 qualifications are undertaken by learners who are either integrating the module into their undergraduate or postgraduate marketing degree, or who are already working within the industry, typically in roles such as Marketing Executive or Marketing Manager. As such, the Level 6 qualifications are designed to support progression within mid to senior-level marketing roles, enhancing strategic thinking and leadership capability. Alternatively, they provide a strong foundation for further academic or professional development, including progression to a Level 7 qualification or related postgraduate study.

Command Verbs

CIM Level 6 Award

Command word	Interpretation of command word
<p>Analyse Examine a topic together with thoughts and judgements about it.</p>	<p>Analyse new and/or abstract data and schools of thought and consider alternative solutions and outcomes independently, using a range of appropriate models, principles and definitions. Compare and analyse alternative models using appropriate rationale and criteria.</p>
<p>Appraise Evaluate, judge or assess.</p>	<p>Provide a comprehensive and detailed critique of the subject area demonstrating an in-depth understanding and awareness.</p>
<p>Argue Provide reasoned arguments for or against a point and arrive at an appropriate conclusion.</p>	<p>Engage in debate in a professional manner evidencing a comprehensive understanding and application of key principles.</p>
<p>Assess Evaluate or judge the importance of something, referring to appropriate schools of thought.</p>	<p>Synthesise and assess new and/or abstract information and data in the context of a broad range of problems, using a range of techniques.</p>
<p>Collect Systematically gather a series of items over a period of time.</p>	<p>Systematically gather a series of items over a period of time which demonstrate a critical understanding of the principal theories and concepts of the marketing discipline.</p>
<p>Compare and contrast Look for similarities and differences between two or more factors leading to an informed conclusion.</p>	<p>Synthesise and analyse the similarities and differences between two or more contexts.</p>
<p>Create Bring something into existence for the first time.</p>	<p>Create a range of products of work relevant to marketing that demonstrate originality and creativity. Use a few skills that are specialised, advanced or at the forefront of marketing.</p>
<p>Critically Evaluate As with evaluate but with a critical eye to form a well-informed judgement or conclusion</p>	<p>To assess or judge the value, quality, or significance of something in a thorough, analytical, and discerning manner, taking into account multiple perspectives, evidence, and implications. Examining the strengths and weaknesses, considering alternative viewpoints, and questioning assumptions or biases to arrive at a well-founded and balanced judgment or conclusion</p>
<p>Define Write the precise meaning of a word or phrase. Quote a source if possible.</p>	<p>Define key words and terminology relevant to one or more specialisms some of which is informed by or at the forefront of the marketing discipline.</p>

Demonstrate Explain, using examples.	Explain a broad range of ideas persuasively and with originality, using a wide variety of illustrative examples to underpin findings and exemplify points.
Describe Give a detailed account of something.	Synthesise and analyse new and/or abstract ideas and information and present a clear description and account of the findings.
Determine Use research to check or establish something.	Execute a defined project of research, development or investigation to identify evidence to support a course of action. Make judgements where data/information is limited.
Develop Take forward or build on given information.	Build on detailed knowledge of marketing principles, theories and concepts using originality, creativity and insight. Use a combination of routine and advanced/specialist skills to develop complex ideas.
Explain Make plain, interpret and account for, enlighten, give reasons for.	Present complex information evidencing comprehensive knowledge, understanding and application of key principles.
Identify List the main points or characteristics of a given item.	Critically identify elements of complex marketing problems and issues.
Illustrate Give examples to make points clear and explicit.	Apply a wide variety of illustrative examples to underpin findings supported by references to wider reading to make points clear and explicit.
Justify Support recommendations, explanations or arguments, with valid reasons for and against.	Communicate well-structured and coherent arguments relevant to marketing.
Outline Set out main characteristics or general principles, ignoring minor details.	Selectively identify valid and relevant information from a range of sources, making judgements where data/information is limited.
Plan Put forward a proposal for a course of action, usually to achieve a goal.	Produce a structured proposal for planned stages to achieve a goal in professional contexts that include a degree of unpredictability. Interpret, use and evaluate numerical/financial data to achieve the end goal.
Present Exhibit something to others.	Make formal presentations about specialised topics to informed audiences that include professional peers, senior colleagues and specialists.
Prioritise	Determine the order for dealing with according to their relative importance
Provide	Make available for use; supply

Reflect Think carefully about something; consider something; review something that has happened or has been done.	Review and critically analyse a range of complex issues in order to assess reasons for an item's success or failure and/or to identify improvements that can be made.
State Present in a clear brief form.	Present new and/or abstract data in a clear and concise manner, appropriately contextualised to a marketing context.
Summarise Give a concise account of the key points, omit details and examples.	Summarise abstract information, data and contradictory information in a logical and concise manner.