

# 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
Digital Strategy Workshop	27 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.