

CIMG Programme Pathway 4 Professional Advanced Diploma in Marketing

Digital Customer Experience (PDAM 404)

JUNE 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY - COMPULSORY

APONKYE EATERY

Brief Introduction

Aponkye chop bars is a chain of local eatery located mainly in the Ashanti and Greater Accra regions of Ghana. Aponkye chop bar started off as a local chop bar operating mainly in the Ashanti region and Greater Accra region. Due to the consistency of the taste of its dishes, it gained popularity with an increase in demand from customers to open more outlets; it expanded outside the Ashanti region. Aponkye has been operating for the past six years and has opened fifteen (15) outlets – nine (9) in the Ashanti region and six (6) in the greater Accra region. The fast-selling foods on the menu are: fufu and aponkye light soup; rice balls and aponkye groundnut soup; banku and okro soup with aponkye; and Rice and aponkye stew.

Marketing Activities

Aponkye reached its popularity status in Ghana due to its social media channel engagements posts. Aside Aponkye's website, it currently has an active Facebook and Instagram accounts to share posts daily by the hour. Customers are always enthusiastic to snap and share their delectable Aponkye meals with friends online. In its first year of operation, Aponkye enticed customers with a sales promotion where customers were to share pictures of their meals and tag the exact Aponkye outlet. Customers who 'shared and tagged' Aponkye ten (10) times on Facebook or Instagram received a 50% discount on their eleventh visit, by showing proof on social media.

Competition

Facing fierce competition from other local eateries like Asanka Delight, Aben wo ha, Fufu House, among others, Aponkye thought of extending its services delivery to include online orders and deliveries. In 2021, Aponkye aimed to improve its online customer experience. It sought to get grips with its customers' needs and build an online strategy around them which would ultimately lead to fewer clicks to complete meals ordering and delivery.

Reach Expansion

Improving the online ordering and delivery process was of primary importance, and a core objective for the project for Aponkye. It enlisted the help of DataClicks, a digital marketing company, to help it achieve its core objective. DataClicks initially spent time analyzing Aponkye's customers' journey, and most specifically, the path to purchase and location of orders, to understand the length of time it was taking to order meals and how long delivery took. Using GPS and other digital tools, DataClicks provided the intelligence needed to map out a new online strategy, which placed the customer at the center.

The project

Central to the project was the need to improve the customer experience journey during the food ordering and delivery process. DataClicks worked to create a customized ordering system which had the capacity to manage all the fifteen (15) locations of Aponkye. The team was given direct access to the application-programming interface so that it could design a customer experience which met the needs of Aponkye's customers. An additional part of the customer engagement programme was to

ensure that the right food imagery and messaging were being communicated to potential and existing customers throughout the path to purchase. Aponkye worked with DataClicks to ensure this was carried across on all of its social media, search and referral traffic.

Results

As a direct result of the project, and particularly the new ordering system, Aponkye has seen a 250% growth in online revenues over a one-year period. Additionally, over the last 12 months, it has achieved a 319% ROI on managed PPC activities, a 965% ROI on non-branded organic search terms, and an 300% growth in followers on Instagram and Facebook due to its digital marketing activities, which were all carried out as part of the new customer engagement strategy.

Question One - Compulsory

You have been employed by Aponkye Eatery as a Digital Customer Experience Manager. Prepare a proposal to Management that:

- a. Evaluates why Aponkye's **Reach Expansion Project** was successful in line with your understanding of traditional and Digital Customer Experience Integration
(15 marks)
- b. Explain the 3 "I" Principles of digital customer experience and how Aponkye can continue to apply the principles for continued success.
(15 marks)
- c. Aside Social Media Marketing (SMM), which other two (2) digital channels should Aponkye deploy to expand its reach and why?
(10marks)

[Total 40 marks]

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

Question 2

You have recently been employed as the Digital Customer Experience Manager of a Multinational FMCG in Ghana. Your Managing Director has asked you to prepare a memo that:

- Explains how Kotler's Customer Loyalty Ladder helps categorize customers **(10marks)**
- Critically examine five (5) ways to categorize digital customers **(10marks)**

[Total 20 marks]

Question 3

As a Digital Marketing Manager of 'Birth, Life in between and Death' (**BLiD**) Insurance Company, you have been asked by your Chief Marketing Officer (CMO) to present a paper on the stages of Digital Customer Experience journey below that:



- Explains with examples how customers move through the stages **(10 marks)**
- Compare and contrast traditional customer experience and digital customer experience **(10marks)**

[Total 20 marks]

Question 4

You have been engaged as a consultant to a private shoe manufacturing business located in the Ashanti region. The founder and owner of the business believes the company can be profitable without digital marketing. Convince the business owner with a presentation that:

- Explains two drivers of digital customer experience with practical examples. **(5marks)**
- Explains the benefits/considerations in building a website to convince the owner, to at least, build a company website **(15 marks)**

[Total 20 marks]

Question 5

As a Digital Marketing Enthusiast, you have observed that Display Advertising is gaining popularity among online retail shops in Ghana. Prepare a report to your CMO that examines:

- a. Five (5) new trends in display advertising and how it can be deployed in your organization
(15marks)
- b. With the end of third-party cookies in 2022, Explain two ways that retargeting can still be achieved
(5 marks)

[Total 20 marks]

Question 6

You are the Marketing Manager of a reputable beverage manufacturing business in Ghana. Your organization is conducting feasibility studies to expand to other West African countries. Prepare a proposal to Management for consideration that:

- a. Discusses the assertion that “Customer perception refers to the process by which a customer selects, organizes, and interprets information/stimuli inputs to create a meaningful picture of the brand or the product through various stages (mba Skool, 2021)”.

(12 marks)

- b. Discusses three (3) principles of good customer service for good digital customer experience.

(8 marks)

[Total 20 marks]