**Customer Experience & Marketing: Assignment Guidelines (Elective)**

**Programme:** ADI - Associate in Digital Insurance

**Course:** Customer Experience & Marketing

**Course Code**: ADI-CEM-C8-2022

This document supplies details of the Assignment. Please refer to the ADI **Assignment Guidelines** document, PowerPoint, and video for full details, including marking, submission, plagiarism, results, etc.

# Assignment Task

This Assignment requires you to submit a written Assignment in PDF or Word format. You can create your Assignment as a paper, article, report, or similar structure, providing it addresses the topic chosen.

There is no minimum or maximum word count. However, we recommend limiting your word count to 2,500 and ensuring your submission includes enough discussion and content to address the topic.

Select **ONE** of the following two choices.

**A - Customer Experience**: You are setting up a Digital Insurer. Prepare a summary of how you are going to deliver an excellent Customer Experience. Your Assignment should include:

1. A brief description of your insurance products and customer demographics.
2. The rationale for choosing your selected approach to create an excellent Customer Experience and how you will do this digitally.
3. Any challenges, opportunities you might face, along with recommendations.

**B - Marketing**: You are setting up a Digital Insurer. Prepare a summary of the Digital Marketing approach, which will describe how you will choose and implement your Digital Marketing campaign. Your Assignment should include:

1. A brief description of your insurance products and customer demographics.
2. The rationale for selecting your selected demographics, marketing approach, and how you will create this digitally.
3. Any challenges, opportunities you might face, along with recommendations.

**Notes:**

1. Your submission **must** discuss the topic selected.
2. Focus on the specific area in the topic **(Customer Experience** or **Marketing)**.
3. You **do not** need to supply a strategic evaluation of the organisation. Keep your submission focused on your topic.
4. Do not cover broader considerations for the entire business unless direct interdependencies should be briefly mentioned.
5. Include references, especially those from the Course, to strengthen your writing and demonstrate your knowledge of the Course material.
6. Support your discussion with practical examples.
7. You can discuss your organisation or one you are familiar with. TDI Academy will only use the information contained in this Assignment for Assessment purposes.

# Template

We have supplied a template (**Appendix 1**) for you to prepare your submission, which **must** include:

1. **Title Page:** This **must** include the title of your chosen topic, your name, and your word count.
2. **Contents:** Contents help guide the reader to the sections included in your submission. You can amend the contents as required.
3. **Introduction**: A summary of the key topics you will address, including the framing of your topic, context and/or discussion.
4. **Main Body**: A discussion of your chosen topic, including issues, benefits, challenges, etc., for your chosen topic.
5. **Summary**: Summarise your writing on the topic to which you may include relevant conclusions and recommendations.

We have supplied a sample of an earlier submission, which is available to download from the Learning Management System (LMS). Please note this sample does not use the specific topics used in this Assignment. However, it will guide you on the depth needed to achieve a pass.

# Appendix 1: Assignment Template

# Title Page

# Participant Name: *Insert your name*

# Topic Chosen: *Insert topic chosen*

# Date Submitted: *Insert date submitted*

# Word Count: *Insert word count (excluding Bibliography)*

# Contents

# Introduction

# Main Body of Writing

# Summary/Conclusions/Recommendations