

Unit Title: Retention Marketing



Unit Credit Value:	9
Unit Level:	Four
Unit Guided Learning Hours:	52
Ofqual Unit Reference Number:	Y/505/9106
Unit Review Date:	31/12/2016
Unit Sector:	15.4 Marketing and Sales

Unit Summary

Learners will learn how to analyse data in order to understand how they can communicate and serve customers in the best possible way. Learners will learn about how organisations maintain positive customer relations and strategies used to retain customers.

Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 3 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Understand the value of customer data to retention marketing	1.1. Illustrate the stages of a customer journey 1.2. Explain the tools used throughout the customer journey to obtain customer data 1.3. Analyse customer data for characteristics and behaviour 1.4. Explain how data sources are integrated to form a customer profile 1.5. Explain how data is used to prioritise retention marketing

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
2. Understand how organisations achieve positive customer relations	2.1. Explain how organisations engage with customers with different customer profiles 2.2. Evaluate methods of communication for good customer relations 2.3. Evaluate an organisations complaints policy and procedures 2.4. Review an organisation’s crisis management procedures 2.5. Explain how CRM tools contribute to effective customer relations 2.6. Explain the role of community in customer relations 2.7. Explain how feedback is used for positive customer relations
3. Understand strategies for retention marketing	3.1. Explain how loyalty is used to retain customers 3.2. Assess the role of public relations in retention marketing 3.3. Suggest how to personalise a marketing proposition for different customer profiles 3.4. Analyse the relationship between sales and retention marketing 3.5. Evaluate the retention strategies used by different organisations

Assessment Guidance

Learning Outcome 1

1.2 Tools: for example web analytical tools, tracking tools, registration, CRM, online profiles, surveys, internal systems.

1.5 Data: customer data, customer profiles, metrics.

Learning Outcome 2

2.1 Engage: for example how often, nature of communication, tone of communication.

2.2 Methods of communication: for example call centres, automated email, social media, webchat, FAQs, virtual assistant, webinars, video.

2.4 Crisis: this could be a media crisis, product is poisonous, plane accident, cloud system failure.

2.7 Feedback: for example tools used for collecting and sharing, how it is acted upon, how shared with customers.

Learning Outcome 3

3.4 Sales: additional products, ancillary products, cross-selling, upgrades, upselling.

3.5 Retention strategies: no retention strategies are specified, as the range is too diverse. Centres are expected to deliver a range of relevant examples from related organisations.