ngee ann
school of infocomm
technology

SCHOOL OF INFOCOMM TECHNOLOGY

Customer Experience Management
Year 2/3 (2024/25), Semester 4/6

SCHOOL OF INFOCOMM TECHNOLOGY
Diploma in Information Technology
Diploma in Data Science

Weightage:	**30%**
Individual/Team/Both:	**Individual**
Required	Section A: Report (24%)
	Section B: Presentation (6%)
Deadline:	Report & Presentation Soft copy (POLITEMall BrightSpace): **End of Week 9, 15th December 2024 2359 hr**

Penalty for late submission:
10 marks per day (including Sunday and public holiday)
No report will be accepted after 25st December 2024, 2359hr.

Plagiarism:
Students are reminded that plagiarism will be dealt with severely.

There is a total of 5 pages (including this page) in this handout.

Section A: Report (80 marks)

Customer centricity is about putting your customers at the core of your business and customer experience is one of the biggest competitive advantages that a company can have.

According to a 2019 Gartner Customer Experience Management Survey, "Customers are more likely to renew a relationship if their interactions with a company are fast and easy. These positive experiences also make them more likely to recommend the company's product to friends or family. In these ways, customer experience directly impacts business performance."

3M is an organisation which has benefited substantially from their agility in the use of Salesforce features, during the pandemic and beyond. Its capability of seizing the opportunity to tap on Salesforce to adapt, transform and helping the community, across various aspects such as managing its sales team and customer relationships allows the organisation to succeed in its business outcome significantly.

Using the IDIC model, analyse how the chosen company built a competitive advantage by developing a customer centered business. Structure your findings in the report as follows:

1. **Introduction** of the organisation, 3M and its description of the product category selected (10 marks)

2. **Identifying** Customers (10 marks)
   - What does identity mean to 3M?
   - How does 3M identify its customers accurately?

3. **Differentiating** Customers (10 marks)
   - Differentiate customers by value, according to the following categories, MVC, MGC, Low Maintenance, Super-Growth, and Below-Zero customers.
   - Select one of the customer group above and describe your proposed strategy towards the customer group for 3M.

4. **Interacting** with Customers (10 marks)
   - What are some of the impactful methods adopted by 3M across social platforms to build customer relationships?
   - Bottom-line benefits that have resulted.

5. **Customising** to meet the expectations of Customers (10 marks)
   - Describe the type of mass customisation adopted by 3M for the selected product category listed.
   - Explain how 3M uses technology to accelerate mass customisation.

6. Through the analysis of the above findings on 3M, **summarise the key features of how Salesforce has assisted 3M to succeed** especially the challenging times during the pandemic. **Propose additional features in Salesforce** that will further aid the organisation in enhancing its customer experiences leading to a better business outcome. (20 marks)

7. Your report will be assessed based on its quality such as **format, presentation, structure, organisation and language.** (10 marks)

Your report should be between 2500 to 4000 words and demonstrate a detailed analysis of the company's customer relationship strategy supported with factual evidence.

Section B: Video-Recorded Presentation (20 marks)

You are required **to submit a video-recorded presentation** to share your findings and proposals based on Point 1-6 of your report. The video recorded presentation **should not exceed 10 minutes**. Video recorded presentations which exceed the allotted time will be penalized.

The top 3 students with performances ranked best from each class, will have an opportunity to have their **presentations showcased to the 3M management panel including the Asia Pacific CRM Leader of 3M**, for their rankings and expert feedback.

Record your video presentation using Microsoft Teams. After your recording, you are required to submit the link to your video. Instructions to submit your video-recorded presentation link are provided in the following section:

Assignment Deliverables

Upon completion of the assignment, you are required to submit the following deliverables:

1. **Assignment Report** in Microsoft Word
   Submit in "Assignment 1 Report Submission" folder in POLITEMall

2. **Link to video-recorded presentation** (using Microsoft Teams)
   Make sure to write the link on the report cover page.

Plagiarism and Copyright Issues

Plagiarism means, "copying any part of a source, and then submitting it, claiming that it is your own work."

Please ensure that all the works submitted by you are not copied from other sources. Any attempt to plagiarize will be dealt with severely, and it may result in your failing the module.

If you have made any references to certain materials, make sure you cite the sources by acknowledging and providing the information necessary to find the source (e.g. Title and author of book, Internet links, etc.)

Please refer to the following URL for more details:
https://www1.np.edu.sg/clte/antiplagiarism/policy.htm

Customer Experience Management

Appendix A: Report Format

❖ Font: Arial, Font size 11.
❖ Line spacing: 1.5 line spacing
❖ Appropriate page breaks and paragraph spacing.
❖ Page margin: 0.9" to 1.1" from edge
❖ Format: Only Microsoft .doc or .docx. Other formats like .pdf and .pages are not acceptable.
❖ Others:
    ➢ Proper paragraphing
    ➢ Proper headings, sub-headings. Headings and sub-headings should be appropriately numbered.
    ➢ Proper headers and footers
    ➢ Page numbers

Minimally the report should include:
- A cover page

- A table of contents – this should be on a new page.

- An introduction

- Discussion, analysis, results or findings

- An appropriate conclusion

- References
You must include details of the work by other authors which have been included in your report. Please adhere to the APA style of referencing for this module. If you do not wish to add a list of references at the end of the report, you can insert the references as footnotes or endnotes in the main report but you are still expected to the APA style of referencing.

- Appendices
If you have additional information related to the report but which is not essential to the main report, you can create appendices to include the additional information.

Make sure you adopt the rubrics of sensible English:
- Varied sentence length.
- Proper punctuation.
- Proper grammar with subject-verb agreement and consistent tense
- Minimal use of subjective language like "beautiful". What is "beautiful" to you may not mean the same to the reader.
- Do **NOT** use "I".   Personal pronouns are frowned on. This is a formal report.
- You should write in **reported speech**, where possible.
- Do **NOT** just "think", "believe", explain and support your "thinking" with credible 3rd-party sources.

Instructions for report submission
You are to submit your report into SafeAssign per the date/time indicated

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Appendix B: Marking Criteria for Presentation

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1. Delivery and flow of ideas (10 marks)
   i. The presentation flow and structure is coherent in its overall content

2. Quality of presentation material (10 marks)
   i. Content
   ii. Design – e.g. Appropriate use of good images

Students are advised that the presentation should not be a verbatim of the written report, but rather serves to highlight important findings that are elaborated in the written report.

Do remember that the presentation is an essential component of the marks for this assignment.

------- THE END ------