

# Certificate Digital Insurance (CDI)

## Module 6: Customer Experience & Marketing

### eLearning

#### Module Summary

Digital is transforming customer engagement techniques.

Explore the digital marketing tools, new methods for engaging with customers as well as some out of industry examples.

#### Learning Hours

8 Hours

#### Content Outline

1. Customer experience.
2. Direct digital marketing.
3. Data-led marketing.
4. MarTech.
5. The power of content.
6. Omni sales & service.
7. Customer lifetime value and customer advocacy.
8. Out of industry examples.

#### Fees

RM875 for Aii's Members

RM1,100 for Non Aii's Members

#### Contact Us

**Note:** Earn the CDI certificate by completing a minimum of **4 modules** within **12 months**.

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