

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

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