



DIGITAL CUSTOMER EXPERIENCE
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 31 May</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total marks available.</p>
<p>You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.</p> <p>Rough work and notes must be written in the answer book or on supplementary sheets and must be clearly identified.</p>



PART A - CASE STUDY

Odura's Boutique Company Limited

➤ Introduction

Odura's Boutique Company Limited started of as a sole proprietor, and in 2012 metamorphosed into a Limited Liability company. It is one of Ghana's largest clothing retail networks and has outlets in 26 locations around Ghana - Accra (10 outlets), Kumasi (8), Cape Coast (5), and Takoradi (5), all located in densely populated and affluent areas of Ghana. Every year, a rough total of 789,658 pieces of clothing are sold across its sales outlets. Odura's Boutique sells a variety of clothing items: men's clothing, formal/professional attire, casual shirts, shoes, trousers, suits, watches, designer eyewear, and so on. Odura Boutique also carries women's clothing, including formal/professional as well as casual attire, shoes, and suits.

➤ Customer Dynamics

Customers that shop at Odura's Boutique are fashionable and belong to the middle to upmarket echelon of society who take great care to express themselves via their clothing. The market is dominated by affluent young people aged between 25 and 45. Incomes of this group of consumers are targeted to be in the ranges of GHC18,000 to GHC 48,000 per month. Purchase patterns for this market segment are unconventional, and they are always influenced by what is in style, which is typically dictated by western celebrities and celebrity fashion designers.



➤ **Brand Dynamics**

In terms of sales, branch network, and profitability, Odura's Boutique is the market leader in its competitive space. The company has a high level of Top of Mind (TOM) recognition in the market (95% as confirmed by the last Consumer Insights Survey conducted by Brands Health Inc.). As a result of its commitment to stocking only authentic western fashion clothing lines from Italy, America, United States, France and Switzerland, it has a strong market perception and brand image of stocking genuine and authentic clothing, attributes which are of prime importance to its buyer segment. This has also resulted in high levels of loyalty and repeat business by its ever-growing customers.

➤ **Competition**

The only real competitors are "Kwame Showbiz Boutique," which has seven locations in Accra and eight in the Ashanti Region. "Message Boutique" and "Lazonia," both of which have only a few outlets in Ghana mainly in the Accra. Beyond these, the others are small, locally owned businesses that lack national brand awareness but also pose some level of threats to Odura's business. The "wannabe" customers who emulate legitimate brands are often attracted to these lower-end retail outlets due to its lower overhead costs that influences lower pricing.

➤ **Future Prospects**

In several market segments, including the clothing retailing sector, the internet has become a useful instrument for giving new brand experiences to the market in terms of communication, product offering, convenience and ease of delivery. As technology has maximized the effect of western fashion

on Ghanaian culture, there appears to be a lot to be done in the area of digital marketing and digital customer experience. The management team of Odura Boutique is preparing for its annual management retreat at the end of October 2023 to strategize for the next two years: 2024 -2025. Odura's Boutique recognizes the need for a website with an online inventory, platforms with the ability to stream catwalk videos of models on social media channels and easy process of ordering and delivery. They are also investigating expanding their business beyond the local geographical market. Successful implementation of these digital tools is projected to increase sales and profits astronomically.

PART A- Compulsory

Question One

You have just been employed as the Digital Marketing Manager (level one Manager) of Odura's Boutique. The company seeks to assess its digital marketing options before investing in any. You have been asked by the General Manager to prepare a proposal that:

- (a) Evaluates two (2) key difference between digital customer experience and traditional customer experience. (10 marks)
- (b) Explains the 3 "I" Principles of Digital Customer Experience and how it supports digital marketing. (10 marks)
- (c) Explains three (3) ways Odura's Boutique can achieve digital customer experience excellence by the year 2025 (10 marks)
- (d) Briefly explains four (4) ways Odura's Boutique can mitigate channel risk as they plan to deliver digital customer experience. (10 marks)



PART B – Answer THREE Questions Only in this section**QUESTION TWO**

You have been recently employed by PromaQ Ghana Ltd as the Digital Marketing Specialist. As the company plans on expanding its customer base globally, prepare a memo to the Chief Marketing Officer that:

- a. Explains the five (5) main phases of the digital customer journey. (15marks)
- b. Explains two drivers of digital customer experience with practical examples. (5marks)

QUESTION THREE

As a Marketing Manager, you have been asked by your Managing Director to produce a briefing paper that:

- a. Explains how to merge offline and online marketing activities to improve user experience (8 marks).
- b. Explain FIVE (5) processes of integrating traditional and online marketing activities to improve user experience. (12 marks)

QUESTION FOUR

After a three months thorough orientation and induction program as the new Digital Marketing Specialist of Engage Forever Ltd, you have been asked by your CEO to produce a report on the product level framework model developed by Philip Kotler. Your report has to do the following;

- a) Explain how a product can be viewed and analyzed from the five (5) levels with practical examples. (15marks)



- b) Explain briefly three (3) benefits of the product level framework to Engage Forever Ltd. (5marks)

QUESTION FIVE

The management of Maxy Foods has received a report from a group of digital marketing consultants that reviews the monitoring and evaluating performance of digital marketing in the food and beverage industry. Some managers in your company are unclear about the import of the report and have requested that the Digital Marketing Manager writes a memo on the report. As the Digital Marketing Manager, write a memo to management that:

- a. Explains into details FIVE (5) digital metrics for email marketing and what it means for Maxy Foods (10 marks)
- b. Explains into details FIVE (5) digital metrics for social media marketing platforms as discussed in the report. (10 marks)

QUESTION SIX

As a Digital Customer Experience Enthusiast, you have been asked to present a paper at the annual Digital Customer Experience Conference in Ghana taking place in July 2023 that:

- a. Explains the concept of customer experience, drawing a distinction between perception and reality. (10 marks)
- b. Explains why the lines between traditional and digital are blurred in achieving a 360% customer experience. (10marks)

