FROM CUSTOMER EXPERIENCE TO DIGITAL CUSTOMER EXPERIENCE

Master course (ECTS: 7)
also for Bachelor students in their final year

Course leader:

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Aims of the course:

- To understand the importance of customer experience as a leading management objective.
- To develop a stronger understanding of customer experience and the customer journey in this era of increasingly complex customer behaviour.
- To learn how to map customer journey to maximise the customer engagement.
- To understand the role of digital marketing and new technologies in delivery of seamless customer experience.

Prerequisites:

None.

Course content:

DATE	DAILY TOPIC/SESSION
Monday, 8 July	**Course introduction (1h) Introduction to Experience Economy** This session discusses the evolution of economic values. The structure of the course and the course journey will be introduced.
Tuesday, 9 July	Lectures (3h) **Digital Transformation and Customer Experience** How digital transformation influences firms value creation process. All three levels of Macro – Meso and Micro will be discussed using examples and case studies.
Wednesday, 10 July	Lectures (3h) **Customer Journey Mapping (Google Analytics)** Customer journey management will be discussed and how it should be designed
Thursday, 11 July	Lectures (3h) **Role of New Technology in Customer Experience Delivery**

	New technologies such as augmented reality and virtual reality will be introduced and how they are supporting delivery of customer experience will be discussed
Friday, 12 July	Lectures (3h) **Customer Experience in Action** Some successful case of customer experience strategy will be discussed.
Monday, 15 July	Lectures (3h) **Online Customer Experience (1)** The definition of customer experience in digital world will be discussed and how companies should develop a successful digital customer experience
Tuesday, 16 July	Lectures (3h) **Online Customer Experience (2)** The challenges and opportunities in digital world will be discussed
Wednesday, 17 July	Lectures (3h) **Role of Big Data in Delivery of Excellent Customer Experience** Big data and artificial intelligence will be introduced as the current trend to deliver successful customer experience
Thursday, 18 July	Lectures (3h) **Measuring the Experience** Know the key CX metrics and how to measure and communicate Customer Experience success.
Friday, 19 July	*No lectures (day off)*
Monday, 22 July	Lectures (3h) **Channel Harmony** Learn how to balance your channels and create the right balance of CX delivery between technology and the human touch.
Tuesday, 23 July	Lectures + Preparation for final examination (3h) **Optimising CX: Authenticity and Involving Customers** Improve the customer experience by gathering feedback from your customers and forming a genuine response to their needs. Feedback will be provided on presentations.
Wednesday, 24 July	***Final examination (Presentations/Exams)***

Course materials / List of readings:

Key Reading

a) Pine, B. and Gilmore, J., 2019. The experience economy: Competing for Customer Time, Attention, and Money. 1st ed. Boston, Massachusetts: Harvard Business Review Press.

b) Pennington, A., 2017. The customer experience book. 1st ed. Harlow: Pearson.

c) Chaffey, D. and Ellis-Chadwick, F., 2020. Digital marketing. Harlow: Pearson.

Journal Articles

a) Hoyer, W., Kroschke, M., Schmitt, B., Kraume, K. and Shankar, V., 2020. Transforming the Customer Experience Through New Technologies. Journal of Interactive Marketing, 51, pp.57-71.

b) Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80(6), 69–96. https://doi.org/10.1509/jm.15.0420

c) Holmlund, M., Van Vaerenbergh, Y., Ciuchita, R., Ravald, A., Sarantopoulos, P., Ordenes, F. and Zaki, M., 2020. Customer experience management in the age of big data analytics: A strategic framework. Journal of Business Research, 116, pp.356-365.

<u>Case Studies</u>

a) Pine, J. and Gilmore, J., 1998. Welcome to the Experience Economy. [online] Harvard Business Review. Available at: <https://hbr.org/1998/07/welcome-to-the-experience-economy> [Accessed 24 January 2022].

b) Edelman, D.C., Singer, M., 2015. Competing on customer journeys. Harvard Business Review, 2015(November), p.1–.

c) Soni, S., Puri, S., Pandey, S., Jain, T., 2020. Tea Connect: Exploring New Options. [case study]. Harvard Business Review, p.1-13.

Teaching and examination methods:

Active learning using scale-up method. The case studies will be used to provide the opportunity for students to apply their knowledge. There will practical sessions focusing on Google Analytics to support students to gain GA certificate.

100% Group Presentation – A case of failed customer experience will be given to each group and students are required to develop new customer experience plan for the given organization.

Grading scale:

DEFINITION	%	LOCAL SCALE	ECTS SCALE	Grade (USA)
exceptional knowledge without or with negligible faults	92-100	10	A	A+, A, A-
very good knowledge with some minor faults	85-91	9	B	B+, B
good knowledge with certain faults	77-84	8	C	B
solid knowledge but with several faults	68-76	7	D	C+, C, C-
knowledge only meets minimal criteria	60-67	6	E	D+, D
knowledge does not meet minimal criteria	<60	5	F	