Customer Experience Management

ECTS : 3

Description du contenu de l'enseignement :

This syllabus is tentative and may be subject to change if circumstances beyond my control require it (ex : COVID 19)

Description

Customer experience (CX) occurs every time a customer interacts with a company via any channel, at any time, for any purpose. Each interaction is an opportunity to strengthen or weaken the relationship with that customer. Creating a world-class, end-to-end customer experience can become a key strategic differentiator, but it requires a deep understanding of both the customers and how they interact, as well as a commitment to change business processes based on that understanding.

This course will teach students how to research and map customer experiences and use quantitative and qualitative analysis to develop specific customer experience improvement plans..

Compétence à acquérir :

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Objectives

At the completion of this course, students will have an understanding of :

1. The CX concept, definition and its context

2. How to model key customer types through persona development and customer journey

3. How to manage and measure customer experience

4. The impact of Big Data on CX

Mode de contrôle des connaissances :

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Grading

The grading for the class will be as follows :

· Final individual exam (100%)

· Extra credits opportunities based on Student's engagement in-class exercise and presentation/case study

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