

MGT554e Customer Experience Management

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

E-Learning: FULL - Learning is done ENTIRELY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. There are no face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Creating compelling customer experiences is an innovative way to gain sustainable competitive advantage in an increasingly volatile, uncertain, complex and ambiguous business environment. With the evolution of Industry 4.0 and technology disruptions, businesses need to fully understand their customers in order to deliver optimised and personalised experiences that can increase customer value, engagement and loyalty. Customer experience management offers an innovative approach to assess, create and evaluate organisational-wide processes related to customer experiences. This course examines the concepts and strategies of customer experience management. Students will learn how to craft a customer experience vision blueprint, build a customer centric culture, conduct customer experience research, customise a journey mapping canvas, measure customer experiences, and build impactful business case for an organisation's customer experience initiatives through storytelling. Using real-world companies and case studies, the course presents a hands-on approach to initiate and manage end-to-end customer experience improvement projects.

Topics:

- Build a Customer-Centric Culture
- Develop a Customer Service Blueprint
- Customise a Customer Journey Mapping Canvas
- Analyse Customer Experiences
- Storytell the Customer Experience
- Evaluate Customer Experience Software and Tools

Learning Outcome:

- Construct a service blueprint and customer journey map to optimise customer experiences
- Formulate metrics and analytics to measure customer experience
- Appraise customer experience management strategies
- Critique commercial customer experience software and tools
- Propose elements of a service innovation culture
- Design customer acquisition strategies to attract new customers and customer retention strategies to foster long term relationships with customers
- Develop analytical skills and expertise in using customer experience software and tools

Assessment Strategies (Evening Class):

Components	Description	Weightage Allocation (%)

Overall Continuous Assessment	DISCUSSION BOARD 1	15
	DISCUSSION BOARD 2	20
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
Total		100