

Module Outline

Module Code : MKT4723
Module Title : Customer Experience Management
Semester : Semester 2, AY 2022/2023
Faculty : Ms Ho Lilian
Department : Marketing
Email : lilianho@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty/>

Module Overview

In today's highly volatile business environment, an organization that is able to design, manage and effectively deliver a branded customer experience will stand to gain a competitive advantage. Management of today need to adopt a customer-focus viewpoint, as a brand with a superior product can still fail if it does not delight customers at their various stages of encounters with the brand or its product.

Different from product experience where value is derived from the product itself, customer experience is defined as the *emotional contentment* that a customer gets from his/her interactions with the organizations. It can also be referred to as the branded experience felt by the customers, at a stage when they are not yet a customer to the brand.

This module aims to equip students with an understanding of the Customer Experience Design (CXD), that can enable them to construct a value-creation strategy for organizations through the adoption of a customer-centric culture, mind-set and related processes, for transformation of customer experience across different types of interactions. Adopting an omni channel approach, students will have the opportunity to design customer interactions that optimize customer satisfaction and to nurture strong customer-brand relationship, loyalty and advocacy.

“Customer experience is the next battle ground. Its where business is going to be won or lost.” Tom Knighton, author & user experience guru.

Learning Outcomes

Upon successful completion of this module, students will be able to:

1. Gain an understanding of the concept of managing customer experience with respect to the various channels of interactions in today's business environment.
2. Develop a systematic perspective and approach in designing and implementing a CX plan for organizations.
3. Discuss current applied issues and identify probable design solutions relevant to application of customer experience strategy in organizations.
4. Gain insights on how to manage and motivate frontline employees by applying concepts of human resource practices.
5. Evaluate the influence of customer behaviour through analysis of the effects of relationships, motivation, situational effects, group situations, and social media.

General Guide & readings

This module will be delivered via in-classroom short lectures, case studies, brainstorming activities and discussions; and supplemented by directed reading and e-videos.

You are strongly encouraged to prepare by reading up the lecture notes and other materials prior class. Lecture notes and additional readings will be published on the weekend (or earlier) preceding the class.

I will start all classes on time as a respect to students who turn up on time. While punctuality will be factored in your class participation grade, if you will be late due to any unforeseen circumstance, please do not hesitate to inform me.

The classes are designed to be highly interactive and interesting. You are strongly encouraged to share your thoughts, insights and revelations about the ideas and concepts discussed in the classroom.

You are expected to submit your assignments on time. Please note that all deadlines are controlled (the folders for submission will be turned off after the deadlines). Please avoid last-minute submission. A penalty of 5% on the base marks will be deducted for each working day of late submission. Any late submission after five working days will be awarded zero mark.

Recommended textbooks:

1. Don Peppers and Martha Rogers (2022). *Managing Customer Experience and Relationships* 4th Edition. John Wiley & Sons, Inc.
2. Alan Pennington (2016). *The Customer Experience Book: How to design, measure and improve customer experience in your business*. Pearson.

Course Assessment

Assessment	Descriptions	Weightage	Submission date
1. Individual Assignment 1A	Individual Written Assignment	25%	Week 6
2. Individual Assignment 1B	Individual Written Assignment	25%	Week 9
3. Group Project & presentation	Group: Research findings & key learning points	30%	Week 12/13
4. Class Participation	Individual: Ongoing	20%	
		100%	

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

Customer Experience Design Management (CX)

Course Outline

Wk	Topic	Chapter/Activity
1	Introduction to Customer Experience Design Management	<ul style="list-style-type: none"> Pepper & Roger (2022), Chapter 1 Pennington (2016), Part 1.1 Other supplementary readings
2	Consumer Behaviour in relations to Customer Experience Design	<ul style="list-style-type: none"> Michael Solomon (2020), Consumer Behaviour: Buying, Having and Being, Pearson, 13th edition Other supplementary readings
3	Managing Customer Expectations	<ul style="list-style-type: none"> Peppers & Rogers (2022), Chapter 2, 3 Pennington (2016), Part 1.2 Other supplementary readings <p>Formation of project groups (5-6 students in one groups)</p>
4	Getting Organization ready for CX	<ul style="list-style-type: none"> Peppers & Rogers (2022), Chapter 14 Pennington (2016), Part 2.11 Other supplementary readings
5	Make it Happen – Designing the experience I	<ul style="list-style-type: none"> Pennington (2016), Part 1.3 / Part 2 Other supplementary readings
6	Make it Happen – Designing the experience II	<ul style="list-style-type: none"> Pennington (2016), Part 1.3 / Part 2 Other supplementary readings <p>Submission of Individual Assignment 1A</p>
	Recess Week	
7	Make it Happen – Designing the experience III	<ul style="list-style-type: none"> Pennington (2016), Part 1.3 / Part 2 Other supplementary readings
8	People Management in CX	<ul style="list-style-type: none"> Supplementary readings
9	Measure CX success	<ul style="list-style-type: none"> Peppers & Rogers (2022), Chapter 11,12 Other supplementary readings <p>Submission of Individual Assignment 1B</p>
10	Project Consultation	
11	Piecing the project together	
12	Group project submission & presentation	All groups to submit project report and slides (soft copy) at least 24 hours before the lesson.
13	Group project submission & presentation	