

Omnichannel Experience Management

Omni-channel is defined as the approach to the business processes that provides the customer with an integrated shopping experience. The customer can be shopping online from a desktop or mobile device, or by telephone, or in a bricks and mortar store and the experience would be seamless. That could be applied also to service company and any other customer-centering organization.

The omni-channel experience is what most businesses invest in today. They have a website, blog, Facebook, and Twitter. They use each of these platforms to engage and connect with customers. The customer can also take the control and does things in his way. He can browse website, blog .. etc. and interact with company. Customer can create valuable content for himself and others influencing company perception, operations and even strategy. He became an important asset for the company.

Managers have to take the Omnichannel challenge and build effective and modern businesses. The lessons will be useful building blocks linking managerial practices and economical basis together for organizations of the future..

To learn how to start Omnichannel thinking, keep on reading details of the course and take a participation in the lecture.

Module name	Omnichannel Experience Management
Erasmus code	
ISCED code	
Language of instruction	English
Website	
Prerequisites	Basic knowledge of management and economics
ECTS points hour equivalents	Contact hours (work with an academic teacher): 15 Total number of hours with an academic teacher: 15 Number of ECTS points with an academic teacher Non-contact hours (students' own work) Total number of non-contact hours Number of ECTS points for non-contact hours Total number of ECTS points for the module
Educational outcomes verification methods	Final test In the end of every lecture students formulate the one test question, That is the basis of the test questionire.
Description	1. Omnichannel experience - introduction 2. The brand, value proposition, insight, reason to believe 3. Omnichannel challenge, diagnosis and strategy 4. Value creation for customers, Paradox of choice 5. Value perception, servqua,exq. 6. Service personalization, RFM, CLV, customer value 7. Customer motivation and loyalty
Reading list	1. Wilson H., Street R., Bruce L., The Multichannel Challenge, Elsevier, 2008 2. Kumar V., Managing customers for profit: strategies to increase profits and build loyalty, Pearson Prentice Hall, 2010 3. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015 4. Ramaswamy V., Gouillart F., The Power of Co-Creation, Free Press, 2010.

	<p>KNOWLEDGE</p> <p>The subject is designed for the students who would like to understand the Omnichannel approach in different type of businesses. The Omnichannel, seamless experience is widely in use and loudly communicated by a lot of companies as the attitude and the great benefit for customers. So, lets dive into it deeply. It is also the lesson of understanding the customer buying behavior and the economical and managerial connotation.</p>
Educational outcomes	<p>SKILLS</p> <p>Students will acquire the skill of understanding their own buying behaviors and the Omnichannel environment will be used by them more effectively and smarter</p> <p>ATTITUDES</p> <p>Students will meet the manager of the real company, who will work with them as in company team work group. Students will get a lot of engagements and positive thinking motivation.</p>
Practice	