

Customer Experience Management

Omnichannel is a business model which provides integrated shopping experience for customers in every contact point with the brand. Customer is now in the center, however he/she can shop anyway: online, offline, mobile, by phone, in a bricks and mortar store. Customers have a control by the access to the global offering but they are looking for satisfying their own, very particular needs. Does it require personalized approach? Yes, it does. Customers require the best possible service, engagement and inspiration from you. Crazy, isn't it?. How to link all this together? Here you have 10-point guide. You will be practicing as the customer experience manager. You will face the challenge how to make customer satisfaction great on the seamless journey through all the channels in modern business models. So, if you are interested in it, it is just for you. You will discover how to make it works, how to manage this and how to take this challenge in practice and theory – this is the course for you.

Customer experience management is the process and profession in which most businesses are investing nowadays. They have to manage growing amount of store concepts, websites, blogs, fan pages, twits and marketing models. The role of sales organization, salesmen activity, shopping centers and business tools rapidly changes. Customers can use all the platforms for research and buy. They take as much control as possible, but they can also work for you. They are willing. They can create value for your business and other customers. They can be your assets. You have to know how to make it working?

Omnichannel managers have to take the challenge of business transformation to new business models and new organizational culture utilizing network communication, distributed resources, big data, learning and information as never before. Managers should now create the global, distributed value proposition. This is the course of building the winning business models working in the new economy. This is also the workshop of modern managerial practices adjusted for the best performance. This is the way to create the long lasting customer satisfaction. All this will be done in friendly style with a little bit humor and fun during the lectures and workshops.

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Module name	Customer Experience Management
Erasmus code	34 – Business and administration
ISCED code	341 Wholesale and retail sales
	345 Management and administration
	349 Business and administration (others)
Language of instruction	English
Website	https://www.umcs.pl/pl/addres-book-employee,7768,pl.html
Prerequisites	Interest in business management
ECTS points hour equivalents	Contact hours, work with an academic teacher: 30
	Total number of hours with an academic teacher: 30
	Number of ECTS points with an academic teacher: 6
	Non-contact hours, students' own work: 0
	Total number of non-contact hours: 0
	Number of ECTS points for non-contact hours: 0
Educational outcomes verification methods	Total number of ECTS points for the module: 6
	Project: Students will build omnichannel business project and create the best customer experience ever. The activity matters for score.
Description	<ol style="list-style-type: none"> 1. How Omnichannel creates customer experience ? 2. New age business models, value offering - value capture 3. Dead of strategy - new execution model 4. Transformation challenge, linking on and offline business 5. Platform business - new monopoly 6. Exponential companies - new age of competition 7. Chaos under control 8. Bran management – getting attention, winning customers 9. Personalize everything - customer segmentation, paradox of choice 10. Co-creation, inspiration, engagement and loyalty
Reading list	<ol style="list-style-type: none"> 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

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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.
 5. Ismail, S., Exponential Organizations: Why new organizations are ten times better, faster, and cheaper than yours and what to do about it. Diversion Books, 2014.
 6. Moazed, A, Nicholas L. J., Modern monopolies: what it takes to dominate the 21st century economy. St. Martin's Press, 2016.
 7. Callebaut, J, Hendrik H, Madeleine J., The Naked Consumer Today: Or an overview of why consumers really buy things, and what this means for marketing. Garant, 2002.
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KNOWLEDGE

The subject is designed for the students who would like to understand the omnichannel approach to different type of businesses. The omnichannel experience, seamless customer journey is the slogan and managerial practice. Most companies benefit on it creating great value for customers. So, lets dive into it. It is also the workshop of understanding the customer buying behavior and the economics theory and managerial practices behind it.

SKILLS

Educational
outcomes

Students will acquire the understanding of business model analysis, winning value creation, customer journey building, user experience principles as well as their own buying behavior, motivation sensitivity and the omnichannel usefulness for the effectively and nimble business

ATTITUDES

Students will take a part of interactive lecture and workshop held by the lecturer involved in modern business models, who also works in real company. Students will practice in team for start-up building according ideas and approaches presented during lecture. They will finally build the project which they can develop themselves in the direction of their own business. Students will charge a huge amount of positive energy, engagement for future and creative motivation.

Practice

Workshops of business models analysis, etc. according description

Contents

1. How Omnichannel creates customer experience
 - a. The case for omnichannel, the importance of channels
 - b. Making omnichannel a source of competitive advantage
 - c. Omnichannel diagnostic
 - d. P.R.I.C.E - model
2. New age business models, value offering - value capture
 - a. Customers pains vs company offer
 - b. Business model Canvas
 - c. Business model and company structure
3. Dead of strategy - new execution model
 - a. Understanding market contest
 - b. Understanding value creation and capture
 - c. Integration – the coverage map
 - d. Benefit on modern business models
4. Transformation challenge, linking on and offline business
 - a. Building the case for change, calculating channel costs
 - b. Fundamentals for organizational structure – change management
 - c. Tracking and measuring performance
 - d. Encouraging customers to use channels effectively
5. Platform business - new monopoly
 - a. Why Nokia disappeared – when companies go to die
 - b. Platform innovation – the anatomy
 - c. Zero-marginal cost company – margin in scale
 - d. From zero to one – product-market fit
 - e. The network effect – ways to solve the chicken-and-egg-problem
6. Exponential companies - new age of competition
 - a. Lean management
 - b. Outsourcing
 - c. Co-creation
7. Chaos under control
 - a. Understanding turbulences and chaos
 - b. Building sustainability
 - c. Nimble organization culture and leadership
8. Brand management – getting attention, winning customers
 - a. Audience building
 - b. Price and customer portfolio
 - c. Segmentation
9. Personalize everything

- a. Benefit on personalization
- b. Recommendation engines
- c. Paradox of choice

10. Co-creation, inspiration, engagement and loyalty

- a. From Freud and Jung to Adler – why do customers want to buy ?
- b. Homo economicus – Theory of Reasonable Action and the Multi-Attitude Models
- c. Hierarchical value map and Censydiam's model
- d. The psychology of motives