

# Customer Experience Management

WOW your customers, as a Manager of Customer Experience. How it sounds?. WOW factor is what you already have, believe me. The only thing missing is a little bit learning of using it. Creating a WOW effect around you is the way to improve the overall satisfaction of people you meet. The WOW effect is a moment of amazement and delight that customers enjoys.

We will be studied integrated shopping experience in contact points in the modern business models. Customer is now placed in the center of the business strategy. Customers think, that they have a control by accessing to the global offering, but do they have it, really? Customers require the best possible service, engagement and inspiration from company. Let's drill it together. You will be practicing a Customer Experience Manager position for the seamless customer journey planning through all the stages of buying process. We will be discovering how to make it fly. Interested – yes, this is the course for you.

**Teacher profile:** Mieczysław Pawłowski, Phd. He is working in business and univerty. He is running e-commerce department for one of the biggest industrial B2B supplier in Poland. As the university member, he is concentrated on business models and machine learning. As a teacher he is providing workshop of Customer Relationship Management and lecture of Multichannel Logistics. You can contact him by e-mail.: [m.pawlowski@umcs.pl](mailto:m.pawlowski@umcs.pl)

<b>Module name</b>	<b>Customer Experience Management</b>
Erasmus code	34 – Business and administration
ISCED code	345 Management and administration
Language of instruction	English
Website	<a href="https://www.umcs.pl/pl/adres-book-employee,7768,pl.html">https://www.umcs.pl/pl/adres-book-employee,7768,pl.html</a>
Prerequisites	Interest in business management
ECTS points hour equivalent	Contact hours, work with an academic teacher: <b>30</b> Total number of hours with an academic teacher: <b>30</b> Number of ECTS points with an academic teacher: <b>6</b> Non-contact hours, students' own work: <b>0</b> Total number of non-contact hours: <b>0</b> Number of ECTS points for non-contact hours: <b>0</b> Total number of ECTS points for the module: <b>6</b>

Educational outcomes verification methods	<b>Project:</b> 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"> <li>1. How Omnichannel creates customer experience ?</li> <li>2. New age business models, value offering - value capture</li> <li>3. Dead of strategy - new execution model</li> <li>4. Transformation challenge, linking on and offline business</li> <li>5. Platform business - new monopoly</li> <li>6. Exponential companies - new age of competition</li> <li>7. Chaos under control</li> <li>8. Bran management – getting attention, winning customers</li> <li>9. Personalize everything - customer segmentation, paradox of choice</li> <li>10. Co-creation, inspiration, engagement and loyalty</li> </ol>
Reading list	<ol style="list-style-type: none"> <li>1. Wilson H., Street R., Bruce L., The Multichannel Challenge, Elsevier, 2008</li> <li>2. Kumar V., Managing customers for profit: strategies to increase profits and build loyalty, Pearson Prentice Hall, 2010</li> <li>3. Klaus, P., Measuring Customer Experience: How to Develop and Execute the Most Profitable Customer Experience Strategies, Palgrave Macmillan, 2015</li> <li>4. Ramaswamy V., Gouillart F., The Power of Co-Creation, Free Press, 2010.</li> <li>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.</li> <li>6. Moazed, A, Nicholas L. J., Modern monopolies: what it takes to dominate the 21st century economy. St. Martin's Press, 2016.</li> <li>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.</li> </ol>
Educational outcomes	<p style="text-align: center;"><b>KNOWLEDGE</b></p> <p>Preparation to start position of Customer Experience Manager in professional business. The omnichannel experience, seamless customer journey transforms from the slogan to managerial practice. Most</p>

---

companies benefit on creating great value for customers – they needs Customer Experience Mangers – students will got theory and managerial practices behind it.

### **SKILLS**

Students will be practicing in the understanding of business models, its analysis, building winning strategy in different circumstances, customer journey, user experience path as well as testing their own buying behavior, motivation, sensitivity and the understanding of omnichannel usefulness for the effective, nimble business

### **ATTITUDES**

Students will take a part of interactive lectures and workshops held by the lecturer involved in modern business models, who also works in real company. Students will practice in team work. They will be the start-up company building based on they own creativity, support from ideas and approaches presented during lecture and so on. They will finally complete the project ready to run the business as their own. Students will charge a huge amount of positive energy 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 complete adventure
  - 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. Trucking 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