

IB3L1-15 Customer Experience

21/22

Department

Warwick Business School

Level

Undergraduate Level 3

Module leader

John Rudd

Credit value

15

Module duration

10 weeks

Assessment

30% coursework, 70% exam

Study location

University of Warwick main campus, Coventry

Description

Introductory description

This is an elective module available for WBS and non-WBS students.

Challenge thinking about the underlying principles of marketing by exploring aspects such as customer experience (CX), servitisation, service innovation and user experience (UX).

Develop knowledge of how consumer needs and expectations translate into activities to enhance the customer experience and add value.

Develop knowledge of international contexts and how this allows organisations to enhance customer experience.

Understand how to assess customer expectations in context and to develop and deliver activities that meet those expectations.

Develop understanding of effective monitoring and measurement techniques that improve customer experience.

[Module web page](#)

Module aims

Challenge thinking about the underlying principles of marketing by exploring aspects such as customer experience (CX), servitisation, service innovation and user experience (UX).

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the customer experience and add value.

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Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Indicative syllabus:

- Creating service value propositions: how service contributes to customer experience and value creation
- The international market and its implications on customer expectation
- Customer Journey Mapping
- Customer Insight
- Creating a culture for customers and a customer focused organisation
- Customer Relationship Management
- Service Innovation
- User Experience

Learning outcomes

By the end of the module, students should be able to:

- Articulate the central arguments of service science and customer experience and critically evaluate its role, usefulness and applicability in a marketing and business context.
- Discuss new theoretical perspectives and their practical applications.
- Evaluate how service innovation contributes to the overall impact of marketing strategies and initiatives.
- Demonstrate understanding of user experience and how it can be applied to creating value in the customer experience.
- Critically evaluate the principles and theory underpinning service marketing and customer experience.
- Learn to apply and critically evaluate the concepts, tools and frameworks for analysing services and customer experience.

Indicative reading list

As an emerging area, there will be no core text for this module. However, readings will be selected from relevant top-class academic journals and credible industry literature.

Examples include

Pine, B.J. and Gilmore, J.H. (1998). Welcome to the experience economy. Harvard Business

Review, 76, 97-105.

Reichheld, F.F. (2003). The one number you need to grow. Harvard Business Review, 81(12), 46-55.

Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. Journal of Marketing, 68(1), 1-17.

Verhoef, P.C., Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsiros, M. and Schlesinger, L.A. (2009). Customer experience creation: Determinants, dynamics and management strategies. Journal of Retailing, 85(1), 31-41.

Lemke, F., Clark, M. & Wilson, H. (2011) Customer experience quality: An exploration in business and consumer contexts using repertory grid technique. Journal of the Academy of Marketing Science, 39, 846-869

Macdonald, E.K., Wilson, H. & Konus, U. (2012) Better customer insight – in real time. Harvard

Lemon, K.N. and Verhoef, P.C. (2016) Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69-96.

Macdonald, E., Kleinaltenkamp, M. & Wilson, H.N. (2016). How business customers judge solutions: solution quality and value in use. Journal of Marketing, 80(3), 96-120

Subject specific skills

Apply a range of practical frameworks in order to create value through service and customer experience.

Identify strategies for creating and delivering value through customer excellence or innovation.

Apply the principles and concepts for responding to customer need and buying behaviour.

Use with confidence tools and techniques of service marketing and customer experience.

Transferable skills

Propose strategies and tactics to deliver exceptional customer experience.

Communicate a customer excellence culture.

Develop specific skills including use of consumer insight data and customer journey mapping.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	9 sessions of 1 hour (6%)
Private study	48 hours (32%)
Assessment	73 hours (49%)
Total	150 hours

Private study description

Private Study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group D

	Weighting	Study time
Group Presentation	30%	22 hours
Online Examination ~Platforms - AEP	70%	51 hours

- Online examination: No Answerbook required

Feedback on assessment

Feedback will be provided via my.wbs.

[Past exam papers for IB3L1](#)

Availability

Pre-requisites

To take this module, you must have passed:

- All of
 - Any of
 - [IB148-15 Principles of Marketing](#)
 - [IB2C5-15 Foundations of Marketing](#)
 - [IB269-15 Consumer Behaviour](#)

Courses

This module is Optional for:

- UIBA-N20B BSc in Management
 - Year 3 of N20B Management
 - Year 3 of N20B Management
 - Year 3 of N23K Management with Accounting
 - Year 3 of N234 Management with Digital Innovation
 - Year 3 of N235 Management with Entrepreneurship
 - Year 3 of N232 Management with Finance
 - Year 3 of N252 Management with Marketing
 - Year 3 of N23L Management with Strategy and Organisation
- Year 4 of UIBA-MN3C Law and Business Four Year (Qualifying Degree)
- Year 3 of UIBA-N400 Undergraduate Accounting and Finance
- UIBA-N404 Undergraduate Accounting and Finance (with Foundation Year and Placement/Undergraduate Partnership Programme)
 - Year 5 of N404 Accounting and Finance (Foundation Year and Placement)
 - Year 5 of N405 Accounting and Finance (Foundation Year and UPP)
 - Year 5 of N403 Accounting and Finance (with Foundation Year)
- Year 4 of UIBA-N403 Undergraduate Accounting and Finance (with Foundation Year)
- UIBA-N401 Undergraduate Accounting and Finance (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N401 Accounting and Finance (Placement)
 - Year 4 of N402 Accounting and Finance (Undergraduate Partnership Programme)
- Year 3 of UCSA-I1N1 Undergraduate Computer Science with Business Studies
- Year 4 of UCSA-I1NA Undergraduate Computer Science with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EEU Undergraduate EU Exchange
- Year 4 of UGEA-RN21 Undergraduate German and Business Studies
- Year 3 of UIPA-L8N1 Undergraduate Global Sustainable Development and Business
- Year 4 of UIPA-L8N2 Undergraduate Global Sustainable Development and Business Studies (with Intercalated Year)
- Year 4 of UIBA-N1RA Undergraduate International Business with French
- Year 4 of UIBA-N1RB Undergraduate International Business with German
- Year 4 of UIBA-N1RC Undergraduate International Business with Italian
- Year 4 of UIBA-N1RD Undergraduate International Business with Spanish
- UIBA-N20F Undergraduate International Management
 - Year 4 of N20F International Management
 - Year 4 of N20F International Management
 - Year 4 of N20S International Management (with Accounting)
 - Year 4 of N20T International Management (with Chinese)
 - Year 4 of N20N International Management (with Digital Innovation)
 - Year 4 of N20P International Management (with Entrepreneurship)
 - Year 4 of N20M International Management (with Finance)
 - Year 4 of N20U International Management (with French)

- Year 4 of N20L International Management (with Marketing)
- Year 4 of N20V International Management (with Spanish)
- Year 4 of N20W International Management (with Strategy and Organisation)
- Year 4 of N20E Management (with Foundation Year)
- Year 4 of N234 Management with Digital Innovation
- Year 3 of UIBA-MN3A Undergraduate Law and Business Studies
- UIBA-N20J Undergraduate Management (with Foundation Year and Placement Year/Undergraduate Partnership Programme)
 - Year 5 of N20J Management (Foundation Year and Placement)
 - Year 5 of N20K Management (Foundation Year and UPP)
 - Year 5 of N23H Management with Digital Innovation (with Foundation Year and Placement Year)
 - Year 5 of N23J Management with Entrepreneurship (with Foundation Year and Placement Year)
 - Year 5 of N23G Management with Finance (with Foundation Year and Placement Year)
 - Year 5 of N255 Management with Marketing (with Foundation Year and Placement Year)
- UIBA-N20E Undergraduate Management (with Foundation Year)
 - Year 4 of N20E Management (with Foundation Year)
 - Year 4 of N23N Management with Accounting (with Foundation Year and Placement Year)
 - Year 4 of N23M Management with Accounting (with Foundation Year)
 - Year 4 of N23E Management with Digital Innovation (with Foundation Year)
 - Year 4 of N23F Management with Entrepreneurship (with Foundation Year)
 - Year 4 of N23D Management with Finance (with Foundation Year)
 - Year 4 of N254 Management with Marketing (with Foundation Year)
 - Year 4 of N23P Management with Strategy and Organisation (with Foundation Year)
- UIBA-N20C Undergraduate Management (with Placement Year/Undergraduate Partnership Programme)
 - Year 4 of N20B Management
 - Year 4 of N20D Management (Undergraduate Partnership Programme)
 - Year 4 of N20C Management (with Placement Year)
 - Year 4 of N20Q Management with Accounting (with Placement Year)
 - Year 4 of N236 Management with Digital Innovation (with Placement Year)
 - Year 4 of N237 Management with Entrepreneurship (with Placement Year)
 - Year 4 of N233 Management with Finance (with Placement Year)
 - Year 4 of N253 Management with Marketing (with Placement Year)
 - Year 4 of N20R Management with Strategy and Organisation (with Placement Year)
- Year 3 of UMAA-G1N4 Undergraduate Mathematics with Business Studies
- Year 4 of UMAA-G1N5 Undergraduate Mathematics with Business Studies (with Intercalated Year)
- Year 1 of UIOA-EOS Undergraduate Overseas Exchange
- Year 3 of UPXA-F3N1 Undergraduate Physics and Business Studies
- Year 4 of UPXA-F3ND Undergraduate Physics and Business Studies (with Intercalated Year)

- Year 1 of UIOA-EUS Undergraduate USA Exchange