

# IB3L1-15 Customer Experience

**22/23**

**Department**

Warwick Business School

**Level**

Undergraduate Level 3

**Module leader**

Laura Chamberlain

**Credit value**

15

**Module duration**

10 weeks

**Assessment**

30% coursework, 70% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

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

As customers, we can all reflect on customer experiences that have been outstanding, and those that have been infuriating. How we feel about brands that offer either exceptional or terrible customer experiences determines how likely we are to purchase again from that brand, whether we are retained as customers and how likely we are to become loyal to that brand. Customer experience (CX) is everything related to a business that affects a customer's perception and their feelings about it.

Customer expectations have increased and this is putting more pressure on organisations to balance the experience they want to offer customers and limited internal resources and other priorities. However, for many organisations, customer experience is their key differentiator.

Attracting and retaining customers in an ultra-competitive business environment is not easy, and companies that ignore the importance of providing a seamless, effective customer experience can end up losing out to competitors who understand that it's the customer who defines good service.

In this module we are going to explore the relationship between a business and its customers and all the ways that customers interact with companies across the customer journey. We will consider the frameworks, concepts and tools used in the Customer Experience field and explore some key themes and issues facing marketers today. We will take a practical approach to understanding how to create, develop, understand and measure

customer experiences. This module requires student participation in discussions and activities and will be a lively module with a focus on putting theory into practice.

## **Module aims**

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

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

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

## **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.

- The evolution of Customer Experience
- Customer Personas
- Customer Journey Mapping
- Customer Insight
- Creating a culture for customers and a customer focused organisation
- Customer Relationship Management
- Digital and Customer 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 customer experience contributes to the overall impact of marketing strategies and initiatives
- Demonstrate understanding of digital technology 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 Business Review, 90(12), 104-112
- 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 1 hour (7%)
Seminars	9 sessions of 1 hour (6%)
Online learning (independent)	10 sessions of 1 hour (7%)
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.

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## Assessment

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

### Assessment group D1

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

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- Online examination: No Answerbook required

## Feedback on assessment

Feedback will be provided via my.wbs.

[Past exam papers for IB3L1](#)

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## 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 N20M International Management (with Finance)
  - 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 N232 Management with Finance
  - 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