

# WM9PN-15 Customer Experience and Customer Insight

**26/27**

**Department**

WMG

**Level**

Taught Postgraduate Level

**Module leader**

David Reynolds

**Credit value**

15

**Module duration**

4 weeks

**Assessment**

100% coursework

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

Customer Experience (CX) and Customer Insight (CI) tools and techniques are key to the modern enterprise. At its essence, successful CX & CI is achieved at the intersection of people, process, and technology, each of which represents a key theme of the module:

- **People:** concerning the business's customers but also its staff. This aspect includes sessions on customer requirements, the role of staff in influencing customer experience and the use of digital technologies to manage B2B and B2C relationships.
- **Process:** a key determiner of successful CX implementation is integrating data collection and analytical techniques with business processes. From this perspective participants will be introduced to methods of mapping existing CX to generate CI and re-engineering business processes where necessary.
- **Technology:** the final aspect concerns the technology itself. Participants will be working with industry standard analytical tools and technologies to support CX and CI

### Module aims

The module aims to give students knowledge and practical experience of how organisations use digital technologies to manage Customer Experience (CX) and Customer Insight (CI). The module

will incorporate a range of technologies, practices and analytical processes required to derive the insights that power the customised and personalised experiences today's customer expect. The module has a strong, practical focus, with participants gaining hands-on exposure to industrially relevant tools and methods.

## 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.

### Topic 1: Introduction to Customer Experience

- People, Process, Technology
- Understanding the concept of customer experience in the digital age
- Importance of integrating customer experience (CX) into the organisation
- Key elements and components of a positive customer experience
- Role of customer experience in building customer loyalty and advocacy

### Topic 2: Customer Insights and Data Analytics

- Gathering, analysing and presenting customer data for insights
- Introduction to data analytics tools and techniques e.g. clustering for data-driven segmentation
- Measuring customer satisfaction and loyalty
- Techniques for collecting customer feedback e.g. direct methods such as surveys and indirect methods such as social media analytics
- Personalization and customization based on customer insights
- Ethical considerations in using customer data for insights

### Topic 3: End to End Customer Experience

- The customer journey and its significance in digital business
- Techniques for mapping the customer journey
- Identifying touchpoints and interactions across different channels
- Implementing feedback management systems
- Analysing and optimizing the end-to-end customer journey for a seamless experience

### Topic 4: User Experience (UX) Design

- Principles of user-centred design
- Conducting user research and usability testing
  - UX Planning; including designing intuitive and user-friendly interfaces & optimizing UX for different devices and platforms

## Learning outcomes

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

- Critically evaluate academic concepts and frameworks related to Customer Experience (CX)

and Customer Insights (CI).

- Critically analyse and map real-world digital or hybrid customer experiences to identify pain points, gaps, and opportunities for improvement
- Develop academically-justified recommendations for improving or optimising the end-to-end customer experience through the strategic use of digital technologies
- Critically evaluate and apply a range of digital tools and techniques to generate valuable customer insights
- Use industrial best practices to develop evidence-based recommendations for improving digital User Experiences (UX), such as websites or app interfaces

## **Indicative reading list**

[Reading lists can be found in Talis](#)

[Specific reading list for the module](#)

## **Interdisciplinary**

The module contains a mixture of elements from business management (e.g. digital marketing and customer/consumer behaviour) and computing/information technology (e.g. data science/data analytics and AI)

## **International**

This topic is of high international demand. The module will include international examples and will develop international cultural awareness.

## **Subject specific skills**

Customer experience management, customer analytics, customer insight, digital customer relationship management, social media analytics and management; user experience (UX design)

## **Transferable skills**

Communication, Critical Thinking, Digital Literacy, Ethical Values, Information Literacy, Intercultural Awareness, Organisational Awareness, Problem Solving, Professionalism, Self Awareness, Sustainability, Teamwork

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## **Study**

## **Study time**

<b>Type</b>	<b>Required</b>
Seminars	28 sessions of 1 hour (19%)
Online learning (scheduled sessions)	2 sessions of 1 hour (1%)
Online learning (independent)	20 sessions of 1 hour (13%)
Private study	40 hours (27%)
Assessment	60 hours (40%)
Total	150 hours

## Private study description

Private study includes reading academic literature and industrial cases in preparation for the seminars.

Independent learning includes practice with relevant analytical/visualisation/ tools and other relevant activities (such as group discussions and independent reflection) provided through the Virtual Learning Environment.

## Costs

No further costs have been identified for this module.

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## Assessment

You must pass all assessment components to pass the module.

### Assessment group A2

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
<b>Assessment component</b>			
Critical Review of a Personal Experience	60%	36 hours	Yes (extension)
Using theoretical frameworks and concepts learned in the module and from relevant academic sources, students will critically review their personal experience with a digital/hybrid service and offer recommendations for improvement.			
<b>Reassessment component</b>			
Critical Review of a Personal Experience Reassessment			No

	<b>Weighting</b>	<b>Study time</b>	<b>Eligible for self-certification</b>
Functionally similar to the first assessment but with a different digital/hybrid service			
<b>Assessment component</b>			
Annotated group reflection (Individually assessed)	40%	24 hours	No
As a group, using relevant digital marketing analytics tools/techniques to generate customer insights, students will critically analyse a website/app interface and make recommendations for improvements. This will be presented in a single visual format with reflective annotations . Each student's annotations will be individually assessed and contribution to the group work assessed through a peer adjustment.			

**Reassessment component**

Individual Reflection			No
Using relevant digital marketing analytics tools/techniques to generate customer insights, the student will critically analyse and annotate a website/app interface and make recommendations for improvements. They will record a video of themselves reflecting on similar annotations to the previous assignment, but with a much more constrained scope.			

**Feedback on assessment**

Written feedback provided through the departmental feedback forms with assignment specific criteria for each grade boundary.

**Availability**

**Courses**

This module is Optional for:

- Year 1 of TWMS-H1S4 Postgraduate Taught e-Business Management (Full-time)