

Title of the course: Customer Experience and Customer Relationship Management (A94008)

ECTS credits: 6 (36 hours of lessons)

Teachers:

Prof. Chiara Mauri (Università Carlo Cattaneo -Liuc, Italy)

Prof. Faisal Shahzad (Hame University of Applied Science -HAMK, Finland)

Prof. Pietro Zidda (Université de Namur ,Belgium)

Prof. Natalie DeMoulin (Ieseg School of Management, France),

Prof. Tobias Schütz (Reutlingen University, Germany)

Prof. Yvonne Graf (Reutlingen University, Germany)

Contents:

The programme has three main goals:

- Educate students not only on theory, but above all on practice in implementing Customer Relationship Management (CRM);
- Teach students how to frame a customer database and a software of CRM;
- Involve students in a real project of CRM, so that they can touch its real effectiveness.

Syllabus of the programme:

Customer experience.

- i. Birth of the experience economy.
- ii. From experience economy to customer experience management.
- iii. Measurement of customer experience.
- iv. The impact of customer experience management in business performance.
- b. Design of a customer experience.
 - i. Experience providers.
 - ii. The design of the customer journey and of the touchpoints.
 - iii. Multi-channel and omnichannel customer behavior: how technology can help.
- c. Customer Relationship Management.
 - i. From one-to-one marketing to CRM: the evolution of the approach.
 - ii. CRM software: similarities and differences between different software.
 - iii. How to frame a customer database for CRM
- d. Customer database for CRM.
 - i. Not also customers, also stakeholders in a CRM system.
 - ii. The elements that make a customer database work.
- e. Marketing automation and marketing campaigns.
 - i. Marketing automation and sales automation: definitions and evolution.
 - ii. The development of targeted campaigns to customer segments
 - iii. Analytics to measure the effectiveness of marketing campaigns.

Learning and teachings methods and expected learning/training outcomes:

The course adopts a mix of teaching methods, where each method and technique is applied to maximize students' engagement and learning. The classical lectures are useful to frame theories; they are followed by discussion of 1-2 articles on each topic and by a business case which goes from the beginning to the end of the course. Learning is further complemented by exercises that help the students to face real business problems.

Final exam: group works and final presentation