

Subject card

Subject name and code	Designing the organization's customer experience, PG_00209817						
Field of study	Historical game design						
Date of commencement of studies	October 2024		Academic year of realisation of subject				
Education level	Bachelor's studies		Subject group		Obligatory subject group in the field of study Optional subject group		
Mode of study	full-time studies		Mode of delivery		e-learning		
Year of study	3		Language of instruction		Polish polish		
Semester of study	5		ECTS credits		2.0		
Learning profile	academic		Assessment form		credit		
Conducting unit							
Name and surname of lecturer (lecturers)	Subject supervisor		dr Tomasz Dryl				
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	0.0	0.0	0.0	0.0	30
	E-learning hours included: 30.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	30		0.0		20.0	50
Subject objectives	The aim of the course is to familiarize students with the concept of designing experiences for customers, users, patients, stakeholders, or citizens across various types of organizations—including commercial, public, service-oriented, educational, cultural, and social entities. The course demonstrates that customer experience is not limited to advertising or sales interactions but encompasses the entire journey of engagement with the organization: expectations, emotions, touchpoints, communication channels, physical space, technologies, employees, processes, and post-service activities. Upon completion of the course, the student should understand how to diagnose and design the experiences of an organization's audience, analyze the customer journey, identify issues at touchpoints, and propose improvements aligned with audience needs and organizational goals.						

Learning outcomes	Course outcome	Subject outcome	Method of verification
		Is familiar with fundamental methods for measuring customer experience, including satisfaction surveys, NPS, CSAT, CES, the analysis of customer feedback and complaints, and qualitative methods for assessing the customer experience.	[SK4] test/exam - oral or written
		He is prepared to adopt the perspective of a client, user, patient, citizen, or other stakeholder when evaluating the organization's activities.	[SK4] test/exam - oral or written
		They are able to analyze the customer journey within a selected organization, identifying key stages, touchpoints, moments of truth, and issues affecting the quality of the experience.	[SK4] test/exam - oral or written
		They are able to identify the organization's key audience groups and describe their needs, expectations, motivations, and potential barriers to interacting with the organization.	[SK4] test/exam - oral or written
		They know and understand the fundamental concepts related to customer experience design, including: customer experience, customer journey, touchpoint, service design, servicescape, satisfaction, loyalty, customer value, and value co-creation.	[SK4] test/exam - oral or written
Subject contents	1. Introduction to customer experience design – The concept of customer experience. Distinctions between customer service, satisfaction, service quality, loyalty, and experience. Examples from a university, hospital, bank, retail store, government office, museum, and mobile app. 2. The evolution of marketing: from product to experience – Transactional, relationship, service, and experiential marketing. The experience economy. Experience as a source of value for both the customer and the organization. 3. Customer, user, patient, citizen, stakeholder – A broad understanding of an organization's "customer." Audience segments, personas, and explicit vs. latent needs. The significance of social, cultural, and situational contexts. 4. Customer journey – The customer experience path – Stages of the customer journey: pre-contact, during contact, and post-contact. Touchpoints, moments of truth, pain points, emotions, barriers, and expectations. 5. Customer experience mapping – Customer journey maps, service blueprints, and empathy maps. The difference between an organizational process description and the actual customer experience. Simple diagnostic tools applicable within an organization. 6. Touchpoints and communication channels – Direct contact, telephone, email, websites, social media, apps, chatbots, reception areas, documentation, and physical spaces. Ensuring a consistent experience across channels. 7. Service design as the foundation of experience design – Service design, service process design, and the roles of front-office and back-office staff. Designing not only what the customer sees but also the organizational infrastructure. 8. Servicescape: physical space and atmosphere – The impact of space, signage, scent, sound, lighting, layout, and comfort on customer and employee behavior. Applications in retail stores, universities, medical facilities, museums, hotels, and public offices. 9. Emotions in the customer experience – Positive and negative emotions, stress, uncertainty, sense of control, and trust. The significance of emotions in high-risk services (e.g., medical, financial, educational, and administrative). 10. Brand experience – Sensory, emotional, intellectual, and behavioral dimensions. The relationship between brand experience, satisfaction, loyalty, and recommendations. 11. Value co-creation with the customer – The customer as a service co-participant. Value co-creation. The role of feedback, communities, personalization, and audience engagement. Limits of co-creation: when the customer wants to participate in decision-making versus when they expect simplicity. 12. Digital experience and omnichannel – Designing experiences across digital channels. Websites, apps, automation, chatbots, AI, and personalization. Risks associated with technology overload and the loss of "human" contact. 13. Measuring customer experience – Satisfaction, loyalty, NPS, CSAT, CES, SERVQUAL, retention, complaints, online reviews, and qualitative analysis. 14. Customer Experience Management (CXM) – The role of organizational culture, leadership, employees, procedures, technology, and internal communication. Experience design as an organization-wide task. 15. Ethics, accessibility, and responsibility in experience design – inclusive design, accessibility, data privacy, manipulation, dark patterns, excessive personalization, digital exclusion. Course summary and discussion of examples of good and bad organizational experiences.		

Prerequisites and co-requisites			
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	test	60.0%	100.0%
Recommended reading	Basic literature	1. Lemon, K. N., Verhoef, P. C. (2016). <i>Understanding Customer Experience Throughout the Customer Journey</i>. Journal of Marketing, 80, 69–96. 2. Becker, L., Jaakkola, E. (2020). <i>Customer experience: fundamental premises and implications for research</i>. Journal of the Academy of Marketing Science, 48, 630–648. 3. Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., Schlesinger, L. A. (2009). <i>Customer Experience Creation: Determinants, Dynamics and Management Strategies</i>. Journal of Retailing, 85(1), 31–41 4. Homburg, C., Jozić, D., Kuehnl, C. (2017). <i>Customer experience management: toward implementing an evolving marketing concept</i>. Journal of the Academy of Marketing Science, 45, 377–401. 5. Teixeira, J., Patrício, L., Nunes, N. J., Nóbrega, L., Fisk, R. P., Constantine, L. (2012). <i>Customer experience modeling: From customer experience to service design</i>. Journal of Service Management, 23(3), 362–376. 6. Pine, B. J., Gilmore, J. H. (1998). <i>Welcome to the Experience Economy</i>. Harvard Business Review, 76(4), 97–105.	
	Supplementary literature	1. Bitner, M. J. (1992). <i>Servescapes: The Impact of Physical Surroundings on Customers and Employees</i>. Journal of Marketing, 56(2), 57–71. 2. Brakus, J. J., Schmitt, B. H., Zarantonello, L. (2009). <i>Brand experience: What is it? How is it measured? Does it affect loyalty?</i> Journal of Marketing, 73(3), 52–68. 3. Vargo, S. L., Lusch, R. F. (2004). <i>Evolving to a New Dominant Logic for Marketing</i>. Journal of Marketing, 68(1), 1–17. 4. Stickdorn, M., Hormess, M. E., Lawrence, A., Schneider, J. (2018). <i>This is Service Design Doing</i>. O'Reilly.	
	eResources addresses		
Example issues/ example questions/ tasks being completed	• Explain the difference between customer experience and customer satisfaction, and provide an example of this distinction within a specific organization. • Describe what a customer journey map is and identify the elements that should be included when creating one.		
Work placement	Not applicable		

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