Course Overview

The Managing Customer Experiences seminar will give students the opportunity to learn how companies in a variety of industries create compelling experiences for customers. Students will analyze experiences created by an Internet company, a media company, an ad agency, and a hotel chain.

Major themes for site visits, speakers, discussion, and final papers will focus on current practices of experience management and its future:

- How do different companies approach experience management?
- What tools do companies use now (and will use in the next ten years) to build and maintain an authentic relationship with customers?
- How can brands approach the clutter challenge to better communicate with their customers/audiences through an integrated, omni-channel experience?
- What major influences will change customer experiences in the next decade?
- How will the interrelation between marketing, brand and experience management develop over the next few years?
- How will brands moving towards content creation affect the experience landscape?
- How will the role of media companies change in creating experiences?

Course Organization

This course is one of a series of New York City Immersion Seminars. The course, like all other Immersion Courses, takes place over six Friday afternoons.

Sessions 1 and 6 will be held at the Columbia campus. During session 1, Prof. Schmitt will provide an overview of customer experience management. Students will form groups, and each group will be assigned a topic and company to present on.

Sessions 2 to 5 will take place at the offices of the different companies. Each week Professor Schmitt and a student group will present, followed by guest speakers from the company and other industry experts. Speakers and panelists will address in particular best practices of experience management in the industry and what changes they foresee over the next few decades.
During session 6, Prof. Schmitt and the students will discuss the future of customer experience management.

Readings will be provided on Canvas. Students are expected to research the companies prior to each visit.

**Connection to the Core**

The learning in this course will utilize, build on and extend concepts covered in the following core courses:

<table>
<thead>
<tr>
<th>Core Course</th>
<th>Connection with Core</th>
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<tbody>
<tr>
<td>Marketing</td>
<td>1. Innovation</td>
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<td>2. Integrated marketing communications</td>
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<td>3. Customer Analysis</td>
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<td>4. Competitive Analysis</td>
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<td>5. Branding</td>
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<td>6. Market Penetration &amp; Marketing Strategy</td>
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Students will be expected to have mastered these concepts and be able to apply them in the course.

**Assignments and Grading**

Requirements for the course are: attend class and participate in class discussions (40%), group presentations (30%) and submit an individual final paper a week after class ends (30%).

*Group Presentations* – During the first class students will break into groups around the themes and companies provided by the instructor. Each class visit will include a presentation by a student group on the topic and company selected for the day. Student groups should provide a basic introduction to the company and topic, and then provide an assessment of how they see the company contributes toward experience management. They will also predict what they think the future holds for that industry.

*Final Individual Paper* – In the final individual project for the course students will analyze customer experience management, including the challenges posed by the growing number of touch points and the more complex online/offline world. Students will discuss the implications of those trends for a brand’s experience and omni-channel strategy. The paper should be no more than 4 - 6 pages (1500-3000 words) and may include up to 6 Figures and/or Tables.
**Course Outline**

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Location</th>
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<tbody>
<tr>
<td>Session 1</td>
<td>March 27</td>
<td>Introduction to customer experience management</td>
<td>Uris Hall</td>
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<td>Session 2</td>
<td>April 3</td>
<td>The role of innovation in experience management</td>
<td>Google</td>
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<td>Session 3</td>
<td>April 10</td>
<td>Media experiences</td>
<td>Bloomberg/Dow Jones</td>
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<td>Session 4</td>
<td>April 17</td>
<td>Communications and experiences</td>
<td>Grey/Droga5</td>
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<td>Session 5</td>
<td>April 24</td>
<td>The service experience</td>
<td>Ritz Carlton/Starwood</td>
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<td>Session 6</td>
<td>May 1</td>
<td>The future of experience management</td>
<td>Uris Hall</td>
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<td>May 8</td>
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**Readings**


• Bain: What it takes to win with customer experience

• Forrester Consulting: The emerging role of social customer experience in customer care
  http://www.lithium.com/pdfs/whitepapers/Forrester-The-Emerging-Role-Of-Social-Customer-Experience-In-Customer-Care-i5EL2NgU.pdf

• Forrester Consulting: The customer experience journey

• HBR Blog: You are doing customer experience innovation wrong
  http://blogs.hbr.org/2013/06/new-research-youre-doing-custo/

• HBR Blog: Redefining the patient experience with collaborative care

• MIT Sloan Management Review: Why customer participation matters

• Businessweek: Innovation and Design: It’s all about Experience

• Wired: How smaller retailers are delivering a better consumer experience
  http://www.wired.com/insights/2013/04/smaller-retailers-better-consumer-experience/