

Module Title:	Strategic Service and CX Excellence
Credits:	5
NFQ Level:	8
Module Delivered In	13 programme(s)
Teaching & Learning Strategies:	The learning outcomes detailed above will be achieved through the following teaching methodologies; • Lectures: communication of knowledge and ideas from lecturer to student. Students will be encouraged to engage in active discussion of the material during lectures. • Problem Solving Exercises; Students will be working in small team on an assigned project. They will apply the theory to their project on a topic by topic basis. • Class Discussion / Debate; All classes will involve active engagement and discussion with the material. • E- Learning; There will be on-line learning materials provided. • Self Directed Independent Learning; Students will evaluate the CX provided by a service company. This will require independent learning. It will develop their research, project management, written and oral communication skills.
Module Aim:	Customer Experience (CX) is the newest and fastest growing discipline in the corporate world today (Gartner). The course aims to provide the student with an understanding of the unique challenges of managing & marketing service and to provide them with the knowledge to identify, analyze and solve problems encountered in this area. The retention and building of strong customer relationships through quality service are at the heart of the course content.

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Evaluate the Customer Experience / 'moment of truth' for a service company and propose solutions
LO2	Assess the role and importance of Customer Experience management for service companies.
LO3	Apply strategic service marketing management concepts and approaches in service organisations.

Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

1. Introduction to Service Marketing & CX

The Service Sector, The Service Dominant (S-D) Logic, Examination of the characteristics of services, the similarities and differences. Overview of the resulting marketing implications and challenges. Classification schemes for services, B2B, B2C, and non profit. Service networks & integrators, Conceptual frameworks for analyzing the service encounter, The Extended Services Marketing Mix.

2. The Service Experience & CX/ UX design

Define Service Experience & 'Remarkable' CX, The Moment of Truth, Touchpoints for Service Encounters - Omnichannel. (Offline and Online) CX in Ireland and internationally. Benchmarks. Define UX, Fundamentals of optimal Omnichannel Service Design, Double diamond framework, Customer Journey Mapping,

2.2 Services in the digital age:

Design elements of UX, Factors in Designing Online service encounters, Stages of the online encounter, Impact of the internet on traditional retailing, Benefits of the internet on the face to face encounter. Academic Models on customer adoption of online services, m services, impact of social media on the customer experience, Benchmarks and Best practice.

3. CX Quality – Measurement & Management

3.1 Define SERVICE QUALITY, Service quality dimensions, 6 Emotional Drivers of CX, Strategic Importance of Service quality, Service quality versus Customer Satisfaction, Frameworks for measuring Service quality, Quantitative & Qualitative approaches, CSAT, Customer Effort Score, Net Promoters Score, Service quality Gap Models, Zone of tolerance. Measuring e Service quality: SITEQUAL, Webqual, E-Servqual, E-S-Qual, Barriers to buying on line. Service quality Information Systems, Best Practice and Benchmarks.

3.2 CUSTOMER CARE & SERVICE RECOVERY:

Strategic Importance, 8 Pillars of Customer Care, Evolution of Customer Care, Effective management of Face to Face, Telephone, Web Service Recovery. Social Customer Care. Best Practice and Benchmarks.

4. Strategic Service & CX Frameworks

Relationship Marketing, Customer Retention Strategies, Service Culture and Effective Service Leaders, CX Excellence Audit, 12 steps to implementing CX Excellence, The Winning Wheels of Service, The Service Profit Chain.

Assessment Breakdown	%
Continuous Assessment	20.00%
Project	80.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	The Strategic importance of Customer Experience Management	2,3	20.00	Week 24

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Project Measuring & Assessing Customer Experience / Service quality. Formulation of a Service quality information system. (Mystery Shopper / Service Journal/ Customer Journey Mapping)	1,3	80.00	Week 28

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	6	Group Elective 3
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	6	Group Elective 3
CW_BBHRM_B	Bachelor of Business (Honours) in Human Resource Management	6	Group Elective 1
CW_HHIBU_B	Bachelor of Business (Honours) in International Business	8	Elective
CW_BBBBM_B	Bachelor of Business (Honours) in Management	6	Group Elective 1
CW_BBBBM_B	Bachelor of Business (Honours) in Management	8	Elective
CW_BBSCM_B	Bachelor of Business (Honours) in Supply Chain Management	8	Elective
CW_BBBUS_D	Bachelor of Business in Business	6	Group Elective 1
CW_BBHRM_D	Bachelor of Business in Human Resource Management	6	Group Elective 1
CW_BPMKT_D	Bachelor of Business in Marketing	6	Group Elective 3
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	6	Group Elective 3
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	8	Elective
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	6	Group Elective 3