

Summary Information

Module Code	4504LBSCC
Formal Module Title	Managing Service Experiences
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Andrew Lyon	Yes	N/A

Module Team Member

Contact Name	Applies to all offerings	Offerings
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
Angharad Jarvis	Yes	N/A

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Coleg Cambria

Learning Methods

Learning Method Type	Hours
Lecture	22
Seminar	22

Module Offering(s)

Offering Code	Location	Start Month	Duration
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	The aim of this unit is to provide students with the background knowledge of customer experience management in the visitor economy.
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Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Explain the visitor economy's market segments' demands and expectations.
MLO2	Develop an understanding of the influence of digital technology in managing customer experience.
MLO3	Investigate the customer experience map in order to identify and optimise their touch points.

Module Content

Outline Syllabus

Understand customers profile and characteristics
Explain the needs and expectations of market segments in the service industry
Models of service quality and customer satisfaction
Defining the customer journey experience map
Customer touch points and bottlenecks
Service quality and customer satisfaction in the visitor economy
Customer relationship management
Customer collaboration strategy
Managing customer experiences online
Comparison standards for assessing customer satisfaction

Module Overview

Additional Information

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Essay	Essay	30	0	MLO2, MLO1
Report	Report	70	0	MLO3, MLO2, MLO1