

**Customer Experience and Customer Relationship Management (A94008) cfu: 6**

(36 ore di lezioni) – 18 ore di lezioni a distanza- 18 ore di lezioni in presenza

**Periodo:** 2° semestre 2024-25: inizio di Marzo – 09 Maggio 2025

**Settimana di lezioni in presenza (presso HAMK) e visite aziendali:** 05-09 Maggio 2025

**Esame Finale:** lavori di gruppo e presentazione finale

**Programma**

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.

**Topics of the programme**

**A) Customer experience.**

1. Birth of the experience economy.
2. From experience economy to customer experience management.
3. Measurement of customer experience.
4. The impact of customer experience management in business performance.

**B) Design of a customer experience.**

1. Experience providers.
2. The design of the customer journey and of the touchpoints.
3. Multi-channel and omnichannel customer behavior: how technology can help.

**C) Customer Relationship Management.**

1. From one-to-one marketing to CRM: the evolution of the approach.
2. CRM software: similarities and differences between different software.
3. How to frame a customer database for CRM

**D) Customer database for CRM.**

1. Not also customers, also stakeholders in a CRM system.
2. The elements that make a customer database work.

**E) Marketing automation and marketing campaigns.**

1. Marketing automation and sales automation: definitions and evolution.
2. The development of targeted campaigns to customer segments
3. 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.