

Program: PGDM E-Business (2023–2025)

Academic Year: 2024–2025

Pedagogy Used: Live Industry Projects – Experiential Pedagogy

Name of the Course: Customer Experience Management (GM 407)

Course Outcome mapped:

- **CO1:** Relate the association of customer-centric organizations and successful customer experience management.
- **CO2:** Utilize human-centered design and innovation as a skill set for a winning customer experience management.
- **CO3:** Align customer experience management strategies with business objectives and key performance indicators.
- **CO4:** Build customer, user, and brand experience designs using tools like personas, journey maps, storyboards, and service design.
- **CO5:** Identify improvement areas, troubleshoot, and redesign customer experiences for competitive advantage.
- **CO6:** Formulate CXM metrics to measure organizational performance against goals and customer expectations.

Program Outcome mapped: Leadership, Innovation, Critical Analytical Thinking, Communication Skills, Global Perspective, and Role of Self in the Organization & Society.

Goal of the Pedagogy

To immerse students in **real-world industry problems** where they apply classroom concepts to **actual customer experience challenges**. By working on live projects with organizations, students gain practical exposure to customer journey mapping, service audits, VOC (Voice of Customer), and real-time CX strategy building.

Method used in the Pedagogy

1. **Industry Collaboration:**
Students are assigned to live projects in partnership with companies from sectors like retail, BFSI, hospitality, or digital services.
2. **Hands-On CX Analysis:**
 - Conduct real customer surveys and interviews.
 - Analyze company CX strategies, identifying strengths and gaps.
3. **Tools and Frameworks:**
Application of CX tools like journey maps, personas, and storyboards in a live organizational context.
4. **Strategy Design:**
Students develop a CX strategy with actionable improvements and KPIs, tailored to the company's business goals.

5. **Industry Feedback:**

Teams present findings and recommendations to the company stakeholders, receiving feedback and industry validation.

Outcome of the Methodology

- Students experience **practical challenges** of implementing CXM in dynamic business environments.
- Enhanced **consulting, research, and problem-solving skills**.
- Ability to design **data-driven and actionable CX strategies** with measurable business impact.
- Builds **strong industry linkages** and employability skills.



Reflected on Website – Yes/No: No

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Academic Year: 2024–2025

Pedagogy Used: Workshop-Based Experiential Learning

Name of the Course: Customer Experience Management (GM 407)

Course Outcome mapped:

CO1: Relate the association of customer-centric organizations and successful customer experience management.

CO2: Utilize human-centered design and innovation as a skill set for winning customer experience management.

CO3: Align customer experience management strategies with business objectives and key performance indicators.

CO4: Build customer, user, and brand experience designs using tools like personas, journey maps, storyboards, and service design.

CO5: Identify improvement areas, troubleshoot, and redesign customer experiences for competitive advantage.

CO6: Formulate CXM metrics to measure organizational performance against goals and customer expectations.

Program Outcome mapped: Leadership, Innovation, Critical Analytical Thinking, Communication Skills, Global Perspective, and Role of Self in the Organization & Society.

Goal of the Pedagogy

To help students understand and design end-to-end customer experience strategies through active participation, team-based exercises, and real-world application.

Students select a sector and brand, conduct customer journey mapping, analyze Voice of Customer (VOC) data, and design actionable CX strategies that align with business objectives.

Method used in the Pedagogy: Team-Based Workshop Sessions:

Students work in groups to identify a brand within a chosen sector (e.g., retail, hospitality, banking).

Hands-On Exercises:

Customer Journey Mapping (touchpoint analysis, pain-point identification).

Persona Creation and Experience Storyboarding.

Benchmarking best practices in CXM.

Case Study Discussions: Real-world cases of companies excelling or failing in CXM.

Research Activities: Primary & secondary research for Voice of Customer (VOC) insights.

CX Strategy Blueprint Design: Teams create a detailed CX strategy for the selected brand, aligning with the CO4 and CO5 objectives.

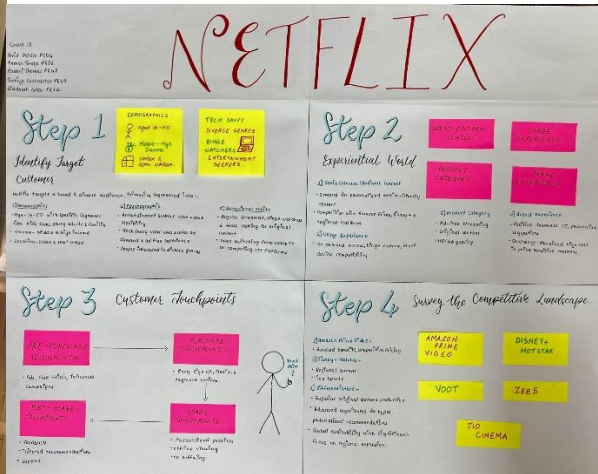
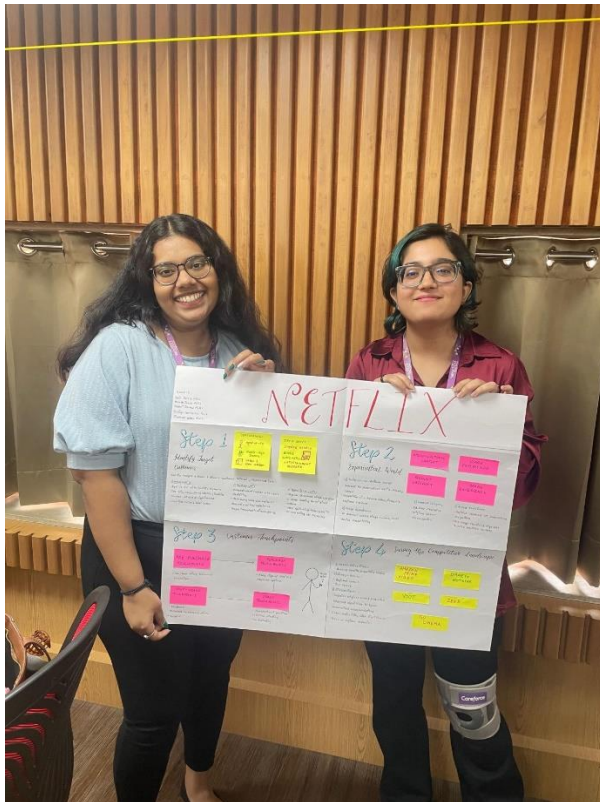
Presentation & Reflection: Teams pitch their CX strategy as a consultancy project and receive structured feedback.

Outcome of the Methodology

Students demonstrate applied understanding of CXM frameworks.

They produce a comprehensive CX strategy with measurable KPIs, journey maps, and touchpoint audits.

Students enhance their collaborative, problem-solving, and consulting skills by simulating real corporate challenges.



Reflected on Website – Yes/No: **No**

