

Commercial Management

Lecturer : Dr. Leul Girma



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Course & Class Information

Course: Commercial Management

Program: Bachelors in Business Administration and Management (BBAM)

Credits: 6 ECTS

Mode: Onsite / Blended

Class 3: Customer Experience and Value Management

Lecturer : Dr. Leul Girma

Main Teaching & Learning Materials

Core textbook

- Principles of Management
- Principles of Marketing
- Case studies and real-world examples
- Academic articles and selected readings



Objective and Learning Outcomes

Objective:

To develop understanding of **customer experience and value management** and how analytical approaches support improving customer satisfaction and business performance.

By the end of this class, students will be able to:

- Understand the role of **customer experience** in business performance
- Explain key concepts of **customer value and perception**
- Recognize common **communication barriers**
- Identify opportunities to **improve customer satisfaction**
- Link customer experience with **business outcomes**

Analysis in Customer Experience

Analysis in customer experience refers to the systematic evaluation of **customer interactions, perceptions, and value delivery** to support better decision making (Kotler et al., 2017).

It focuses on:

- **Understanding customer interactions** across different stages
- **Identifying experience gaps** and improvement areas
- **Evaluating customer perceptions and value**
- **Supporting decisions** to improve performance



Role of Analytical Tools

Analytical tools provide structured frameworks to assess **customer experience, interactions, and value delivery**, enabling more effective decisions (Kotler et al., 2017).

Key characteristics:

- Simplify **customer experience complexity**
- Support **systematic analysis**
- Improve **decision accuracy**
- Identify **strengths and weaknesses** in experience
- Enhance **customer value and satisfaction**



Overview of Analytical Tools

Key analytical tools in customer experience and value management focus on understanding **customer interactions**, **value creation**, and **experience quality**.

Key tools:

1. **Customer Journey Mapping** → analyzes stages of customer interaction
2. **Touchpoint Analysis** → evaluates key interaction points
3. **Value Proposition Canvas** → examines customer needs and value

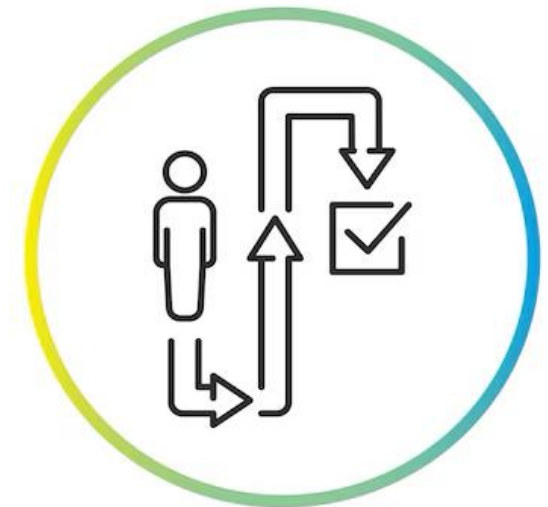


Customer Journey Mapping

Customer journey mapping analyzes the stages customers go through when interacting with a company, helping understand their overall experience (Kotler et al., 2017).

Key characteristics:

- Focus on **customer journey stages**
- Identifies **customer needs and expectations**
- Highlights **experience gaps and pain points**
- Improves **customer experience design**
- Supports **better decision-making**



Structure of Customer Journey

The customer journey consists of **five sequential stages** that represent how customers interact with a company from **awareness to the post-purchase experience** (Kotler et al., 2017).

Key characteristics:

- 1. Awareness:** customer becomes aware of a product or service
- 2. Consideration:** evaluates options and alternatives
- 3. Purchase:** makes the buying decision
- 4. Experience:** uses the product or service
- 5. Post-purchase:** reflects on satisfaction and future behavior



Key Performance Indicators (KPI)

Key Performance Indicators (KPIs) are simple measures used to check how well each stage of the customer journey is working (Kotler et al., 2017).

Key characteristics:

- Show how well a stage is performing
- Help identify where problems exist
- Indicate what needs to be improved
- Support better business performance



Case 1: Customer Journey

Anna, a young professional in Berlin, notices an advertisement for a new smartphone while scrolling on social media. Curious, she visits several websites, compares brands, and reads reviews to evaluate her options. However, the large amount of information and mixed reviews make her feel overwhelmed and unsure which option to choose, and the websites do not clearly highlight the most important information. After selecting the model that best fits her needs, she places an order through an online store, but the ordering and payment process takes longer than expected and feels complicated. When the phone arrives, Anna begins using it, but she finds that there is no clear guidance on how to set up or use key features. Although she is generally satisfied with the product, she notices that the company does not send any follow-up communication, such as support messages or feedback requests, after the purchase.

Task:

1. Identify the **five stages of the customer journey** in the case
2. Select **one or more stage with a problem**
3. Suggest **one or more practical improvement action on that problem**

Case 1 Identification & Suggestion

Anna, a young professional in Berlin, notices an advertisement for a new smartphone while scrolling on social media (**1. awareness**). Curious, she visits several websites, compares brands and reads reviews to evaluate her options. However, the large amount of information and mixed reviews make her feel overwhelmed and unsure which option to choose, and the websites do not clearly highlight the most important information (**2.consideration**). After selecting the model that best fits her needs, she places an order through an online store, but the ordering and payment process takes longer than expected and feels complicated (**3.purchase**). When the phone arrives, Anna begins using it, but she finds that there is no clear guidance on how to set up or use key features (**4. experience**). Although she is generally satisfied with the product, she notices that the company does not send any follow-up communication, such as support messages or feedback requests, after the purchase (**5.post-purchase**).

1. Identify the five stages

1. **Awareness** (see the black text)
2. **Consideration** (see the red text)
3. **Purchase** (see the blue text)
4. **Experience** (see the second text)
5. **Post-purchase** (see the green text)

2. Select one or more stage with a problem

2.2 Consideration → information overload and unclear key details

2.3 Purchase → complicated ordering and payment process

2.4 Experience → lack of setup guidance

2.5 Post-purchase → no follow-up communication

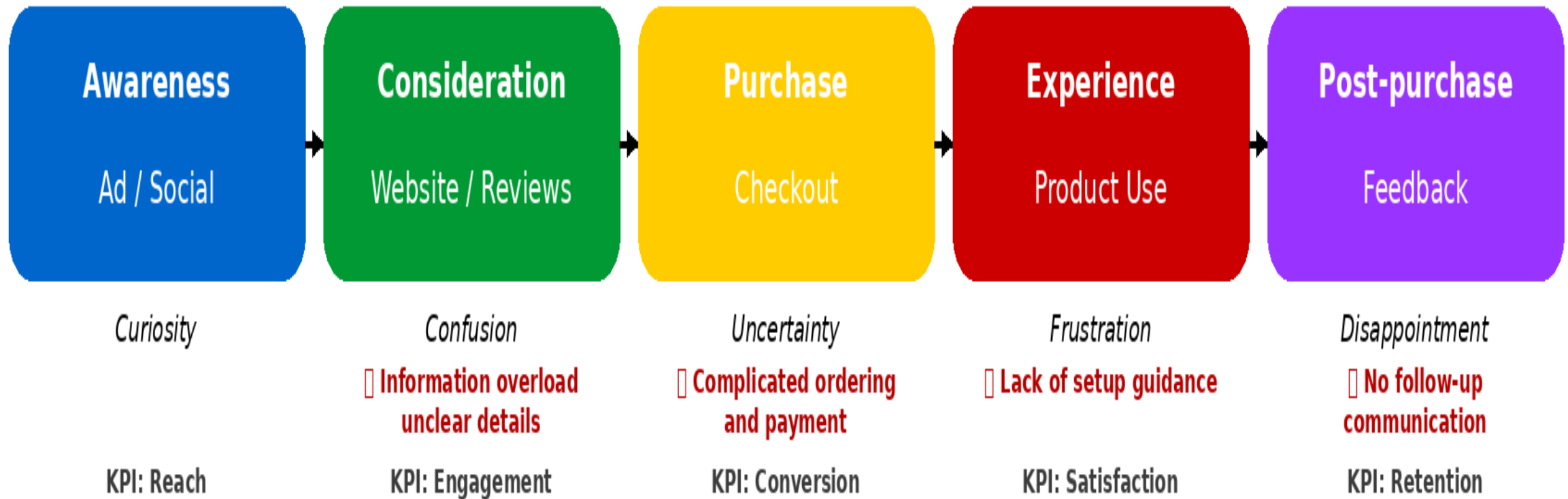
3. Suggestion

3.2 Consideration → highlight key product information clearly

3.3 Purchase → simplify ordering and payment steps

3.4 Experience → provide simple setup instructions

3.5 Post-purchase → send follow-up messages and request feedback



Understand the Framework

The diagram presents the customer journey as a structured framework, where each level provides a different type of insight into customer experience (Kotler et al., 2017).

Each stage includes:

- 1st line – Stage:** where the customer is in the journey
- 2nd line – Interaction:** what the customer does
- 3rd line – Emotion:** how the customer feels
- 4th line – Problem:** issues affecting the experience
- 5th line – KPI:** how performance is measured

Key Takeaways

- The customer journey consists of five sequential stages
- Each stage includes interactions, emotions, problems, and performance
- Customer Journey Mapping helps understand the full experience
- Pain points show where the experience fails
- KPIs show how well each stage is working
- Analysis helps identify problems and improvements
- Improving customer experience leads to better business performance
- Customer experience can be analyzed using structured frameworks

Further reading

- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2017). *Marketing Management* (3rd European ed.). Pearson.
- Bright, D. S., et al. (2019). *Principles of Management*. OpenStax.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing* (7th ed.). Pearson.

Thank you



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