



Subject card

Subject name and code	CUSTOMER EXPERIENCE IN SERVICES, PG_00071736						
Field of study	Management						
Date of commencement of studies	October 2026	Academic year of realisation of subject				2028/2029	
Education level	first-cycle studies	Subject group				Optional subject group Subject group related to scientific research in the field of study	
Mode of study	Full-time studies	Mode of delivery				at the university	
Year of study	3	Language of instruction				English	
Semester of study	5	ECTS credits				5.0	
Learning profile	general academic profile	Assessment form				exam	
Conducting unit	Department of Marketing -> Faculty of Management and Economics -> Faculties of Gdańsk University of Technology						
Name and surname of lecturer (lecturers)	Subject supervisor	dr Natalia Przybylska					
	Teachers						
Lesson types	Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
	Number of study hours	30.0	30.0	0.0	0.0	0.0	60
	E-learning hours included: 0.0						
Learning activity and number of study hours	Learning activity	Participation in didactic classes included in study plan		Participation in consultation hours		Self-study	SUM
	Number of study hours	60		3.0		62.0	125
Subject objectives	Preparation of students to analyse, design and improve customer experience in services, based on knowledge of customer experience management, customer journey, service quality, customer satisfaction and loyalty, service personalisation, customer relationship management and the use of digital technologies, as well as developing attitudes related to customer orientation, responsibility, cooperation and reflective decision-making in the context of building competitive advantage in service organizations.						
Learning outcomes	Course outcome	Subject outcome			Method of verification		
	[K6_U05] designs innovative solutions for complex management processes by utilizing appropriate methods and techniques.	Is able to design innovative solutions in customer experience management in services, using methods of customer journey analysis, satisfaction measurement and service quality improvement.			[SU4] Assessment of ability to use methods and tools		
	[K6_W03] knows reliable sources of information and utilizes advanced knowledge to explain contemporary management issues.	Knows and understands reliable sources of information on customer behaviour, needs and satisfaction, and uses knowledge of customer experience management to explain service quality issues in services.			[SW3] Assessment of knowledge contained in written work and projects		
	[K6_K01] is ready to fulfill professional roles responsibly, taking legal, ethical, and cultural aspects into account in decision-making processes.	Is ready to make responsible decisions in customer experience management in services, taking into account legal, ethical and cultural issues in customer relations.			[SK5] Assessment of ability to solve problems that arise in practice		

Subject contents	Course content – lecture		
	<ol style="list-style-type: none"> <li>1. Introduction to customer experience management in services.</li> <li>2. Customer experience as a source of competitive advantage in service organizations.</li> <li>3. Types and classification of services and their implications for customer experience design.</li> <li>4. Customer needs, expectations and emotions in service encounters.</li> <li>5. Customer journey analysis and mapping in service processes.</li> <li>6. Touchpoints and moments of truth in customer experience design.</li> <li>7. Service quality and its impact on customer satisfaction and loyalty.</li> <li>8. Methods of measuring customer satisfaction, loyalty and experience.</li> <li>9. Designing customer-oriented services and improving service processes.</li> <li>10. Service blueprinting as a tool for analysing and redesigning customer experience.</li> <li>11. Personalization and customization of services in customer experience management.</li> <li>12. Digital technologies in shaping customer experience.</li> <li>13. Customer relationship management tools in service organizations.</li> <li>14. Ethical, legal and cultural aspects of customer experience management.</li> <li>15. Improving customer experience based on feedback, complaints and service recovery.</li> </ol>		
	Course content – exercises		
	Tutorials include the preparation and discussion of group presentations on customer experience management in selected companies from various service industries. Each group analyses a different industry and a selected company, taking into account the industry characteristics, type of service, customer profile, customer journey, touchpoints, service quality, customer satisfaction and loyalty, selected elements of the 7P framework influencing customer experience, challenges in service delivery, as well as possible innovations and recommendations for improving customer experience. Each presentation is followed by a group discussion on the conclusions drawn from the case analysis.		
Prerequisites and co-requisites	Marketing		
Assessment methods and criteria	Subject passing criteria	Passing threshold	Percentage of the final grade
	Group case study and presentation	60.0%	49.0%
	Written exam – closed-ended and open-ended questions	60.0%	51.0%
Recommended reading	Basic literature	<p>Pennington, A. (2016). <i>The Customer Experience Manual: How to design, measure and improve customer experience in your business</i>. Pearson UK.</p> <p>Klaus, P. (2014). <i>Measuring customer experience: How to develop and execute the most profitable customer experience strategies</i>. Springer.</p>	
	Supplementary literature	<p>Bueno, E. V., Weber, T. B. B., Bomfim, E. L., &amp; Kato, H. T. (2019). Measuring customer experience in service: A systematic review. <i>The Service Industries Journal</i>, 39(11-12), 779-798.</p> <p>Jain, R., Aagja, J., &amp; Bagdare, S. (2017). Customer experience review and research agenda. <i>Journal of service theory and practice</i>, 27(3), 642-662.</p> <p>Teixeira, J., Patrício, L., Nunes, N. J., Nóbrega, L., Fisk, R. P., &amp; Constantine, L. (2012). Customer experience modeling: from customer experience to service design. <i>Journal of Service management</i>, 23(3), 362-376.</p>	
	eResources addresses		
Example issues/ example questions/ tasks being completed	<p>Analyze the role of empathy in service quality and provide examples of how it impacts customer satisfaction. Describe the role of technology in dynamic pricing and how it impacts customer satisfaction and business performance.</p> <p>Analyze the challenges of ensuring brand consistency in a multi-channel service environment and propose strategies to address these challenges.</p>		

Practical activities within the subject	Not applicable
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