

# University of Pretoria Yearbook 2021

## Co-creating impactful and lasting customer experiences 861 (GIL 861)

<b>Qualification</b>	Postgraduate
<b>Faculty</b>	<a href="#">Gordon Institute of Business Science</a>
<b>Module credits</b>	6.00
<b>NQF Level</b>	09
<b>Prerequisites</b>	No prerequisites.
<b>Contact time</b>	21 contact hours per 3 week-cycle
<b>Language of tuition</b>	Module is presented in English
<b>Department</b>	Gordon Institute of Business Science
<b>Period of presentation</b>	Semester 2

### Module content

This elective explores the challenges companies face in creating impactful and lasting customer experiences. It uncovers the true meaning of customer experience, it provides insight into the co-creation of customer experiences and sheds light on adaptive foresight and the forward-looking components of customer experience such as the customer goal alignment, customer context fit, customer relevance, firm reputation and multiple touch points.

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