

University of Pretoria Yearbook 2022

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

Qualification	Postgraduate
Faculty	Gordon Institute of Business Science
Module credits	6.00
NQF Level	09
Prerequisites	No prerequisites.
Contact time	21 contact hours per 3 week-cycle
Language of tuition	Module is presented in English
Department	Gordon Institute of Business Science
Period of presentation	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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