Subject

Digital Customer II

Year: 3   **Credits**: 6 ECTS   **Language**: Spanish

Competencies

Core competences:

CB1. Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education and is usually at a level that, while relying on advanced textbooks, also includes certain elements involving cutting-edge knowledge in their field of study

General competences:

CG3. Achievement oriented and perseverance

Specific competences:

CE5. Have and demonstrate a very deep insight into the areas of organisational management, thereby understanding the implications of data management in the various organisational domains.

Learning outcomes

RA3. Be able to focus on the execution and the achievement of results in a creative and innovative way, dedicating the necessary resources

RA12. Have and demonstrate a very deep insight into the areas of organisational management, thereby understanding the implications of data management in the various organisational domains.

Syllabus

User Experience

- Theory about what the Customer and user experiences of digital platforms are and what they should be like

- User experience methodology

Customer Experience

- Phases of the CX3C methodology

- Phases of Customer Experience maturity

- Effect of external events on the customer experience

Measuring results using digital tools

- Google analytics

Training activities

The training activities planned for this module are the following:

- Challenge-based learning (1.5 ECTS)
- Teamwork (1 ECTS)
- Workshops (1 ECTS)
- Online resources (1.5 ECTS)
- Reflection (0.5 ECTS)
- Individual work (0.5 ECTS)

Assessment system

Assessment will be by means of the continuous assessment system, providing constant feedback to both teachers and students on the learning process throughout the academic period:

- Learning activities involving the presentation of knowledge and individual study may be assessed by means of oral and/or written tests, which will account for a maximum of 60% of the final mark.
- The training activities aimed at acquiring the practical skills of the subjects will be

assessed through the completion of various activities (assignments, case studies, challenges, etc.) accounting for at least 40% of the final mark.

Details of the assessment and marking will be made explicit in the annual academic planning of the subjects, in accordance with the teachers responsible and the determining factors of each course.

Bibliography

▪   The Cult of the Customer – Shep Hyken (2019)

▪   The Effortless Experience - Matthew Dixon, Nick Toman and Rick Delisi (2013)

▪   Customer Experience guía práctica – Luz Hernández (2021)