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PRESIDENCY UNIVERSITY BENGALURU

Department of Research & Development

Mid - Term Examinations – AUGUST 2024

Odd Semester: Ph.D. Course Work

Course Code: MBA4075

Course Name: Customer Experience and Insights

Department: School of Management (SOM)

Date: 12-08-2024

Time: 09.30am to 11.00am

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.
 - (ii) Do not write any matter on the question paper other than roll number.
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PART A (THOUGHT PROVOKING)

Answer all the Questions. Each question carries 5 marks.

(4Qx 5M= 20M)

1. While describing customer experience zones, when the customer expectations are not met, a business runs the risk of being in the "Dead Zone". Describe "Dead Zone" with suitable examples. (CO1; Knowledge)
2. Any customer experience can be classified at a Physical and an Emotional level. Define the Physical and Emotional Customer Experiences with suitable examples. (CO1; Knowledge)
3. Servicescape is the physical environment where service is rendered. Describe the functions of Servicescape with suitable examples. (CO2; Comprehension)
4. Customer personas help companies to better understand their target market and to tailor their products, services, and marketing efforts to meet the needs of specific customer groups. List the steps for creating a "Customer Persona" with suitable examples. (CO2; Comprehension)

PART B (PROBLEM SOLVING)

Answer all the Questions. Each question carries 10 marks.

(3Qx 10M= 30M)

5. The approach of Design Thinking has been increasingly used to improve customer experiences in a variety of industries. Explain the key steps to apply design thinking in customer experience with suitable examples. (CO2; Comprehension)
6. Please read the following case and answer the questions at the end.

ABC Restaurant is a popular casual dining restaurant chain that has been operating successfully for the past five years. Recently, however, the restaurant has been receiving feedback from customers about the quality of their dining experience, leading to a decline in footfall and revenue. The restaurant management team has decided to take action to improve the customer experience and gain valuable insights to inform future decisions.

As a consultant, your task is to analyze the customer experience of ABC Restaurant and provide recommendations for improvement.

Questions:

(a) What steps can ABC Restaurant take to gather customer insights?

(b) How can ABC Restaurant use Social Media to engage with customers and improve overall Customer Experience

(c) How can ABC Restaurant use customer feedback to improve the dining experience?

(CO2; Comprehension)

7. Critical touchpoints in the customer journey are the key interactions or experiences that have a significant impact on the customer's overall perception of the company or brand. With reference to this context, give examples of critical touchpoints in a customer journey. (CO2; Comprehension)