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Embedding Memorable Experience to Customer Journey (CJ)

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Curriculum Development
of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry

Outline

- **Research Objective**
- **Customer Journey Mapping**
- **Memorable Experience: 4Es**
- **Embedding Memorable Experience to CJ**
- **Case Study:** MISE 4.0 Kick-off Meeting Program
- **Conclusions & Future Work**

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Research Objective

To develop an approach for creating memorable customer journey (CJ)

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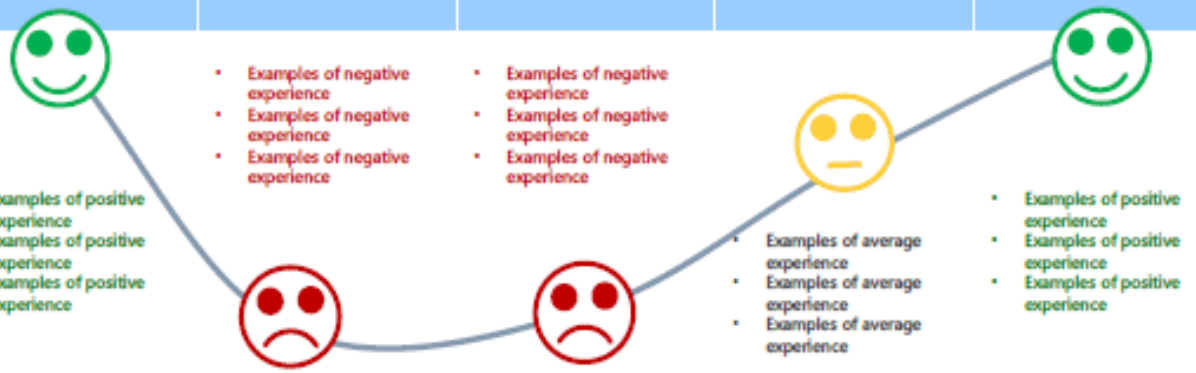
Customer Journey Mapping (CJM)

	Navigate website	Visit FAQ section	Submit a request	Follow up from customer service	Resolution
Customer process	• *Arrive at website* • *Navigate for help section*	• *Look for relevant question* • *Look for topic answers* • *Search for contact numbers*	• *Find query form* • *Enter personal details* • *Find account number* • *Submit query*	• *Wait for call back or email from customer services* • *Can it be dealt with, or does it need to be referred?*	• *Problem is solved by customer services*
Internal Process	• Internal process example • Internal process example	• Internal process example • Internal process example	• Internal process example • Internal process example	• Internal process example • Internal process example	• Internal process example • Internal process example
Experience	• Examples of positive experience • Examples of positive experience • Examples of positive experience	• Examples of negative experience • Examples of negative experience • Examples of negative experience	• Examples of negative experience • Examples of negative experience • Examples of negative experience	• Examples of average experience • Examples of average experience • Examples of average experience	• Examples of positive experience • Examples of positive experience • Examples of positive experience
Improvements and key learnings	1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6.	1. Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6.	1. Reduce the form down to Improvement, or learnings to improve poor performance? 2. 3. 4. 5. 6.	1. Reduce the form down to Improvement, or learnings to improve average performance? 2. 3. 4. 5. 6.	1. Improvement, or learnings to maintain high performance 2. 3. 4. 5. 6.



https://www.b2binternational.com/

Applications:

Public Service
(Crosier&Handford, 2012)

University Service
(Andrew&Eade, 2013)

Tourism Industries
(LI et al., 2015)

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Memorable Experience? :Wine tourist activities

Vineyard tour

Grape picking

Music in vineyard

Wine testing

Pine and Gilmore, 1998

Quadri-Felitti et al., 2012

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Embedding Memorable X to CJ
Procedure

1. Create a customer journey (CJ)
2. Make a pain point-free CJ
3. Establish experience theme(s)
4. Match the settings of the activities with the theme(s)
5. Assess the 4Es of the current CJ under the theme(s)
6. Enhance the experience in the CJ

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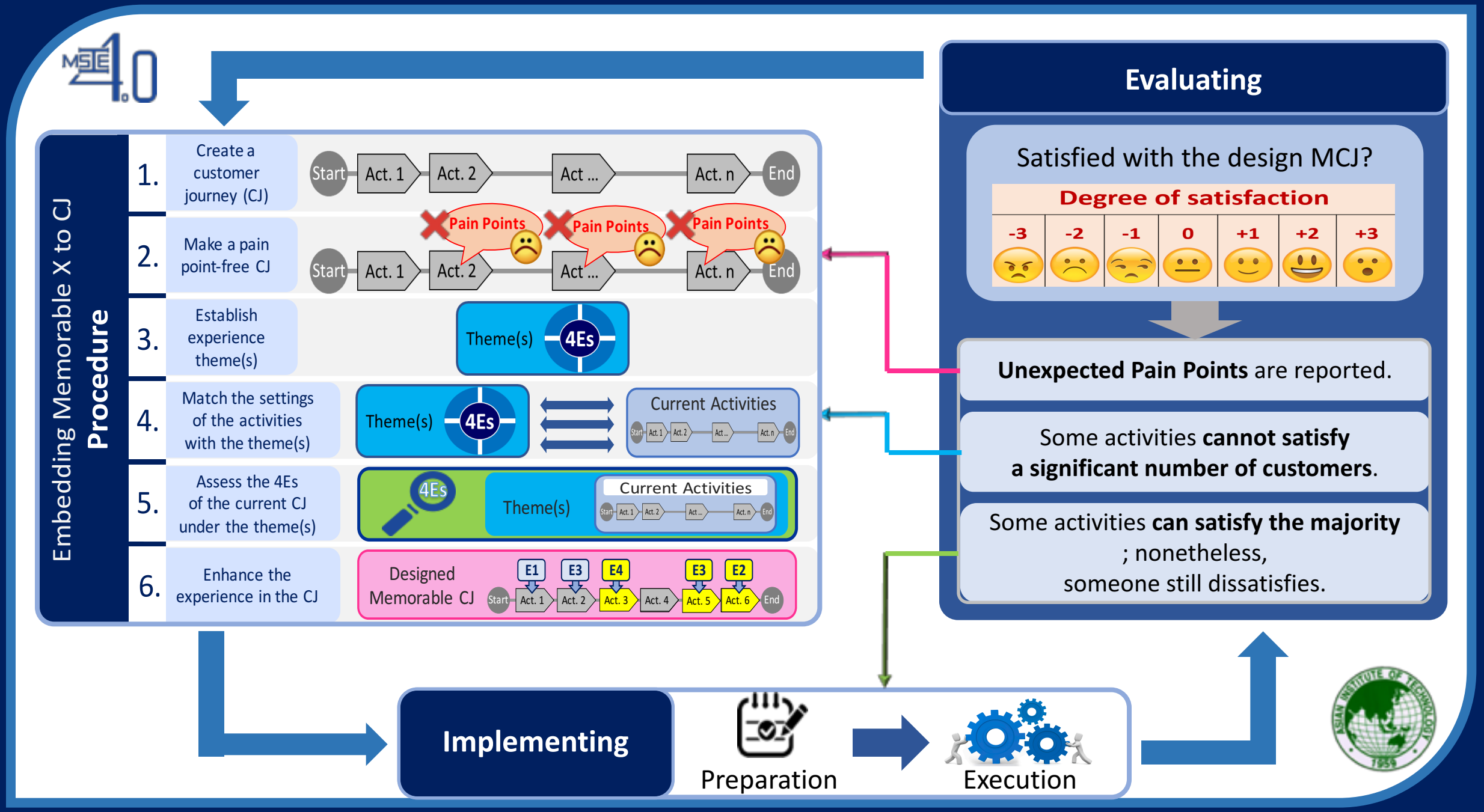
Embedding Memorable X to CJ Procedure
1. Create a customer journey (CJ)
Start
Act. 1
Act. 2
Act ...
Act. n
End
2. Make a pain point-free CJ
Pain Points
Pain Points
Pain Points
3. Establish experience theme(s)
Theme(s)
4Es
4. Match the settings of the activities with the theme(s)
Current Activities
5. Assess the 4Es of the current CJ under the theme(s)
6. Enhance the experience in the CJ
Designed Memorable CJ
E1
E3
E4
E3
E2
Act. 3
Act. 4
Act. 5
Act. 6
Evaluating
Satisfied with the design MCJ?
Degree of satisfaction
-3
-2
-1
0
+1
+2
+3
Unexpected Pain Points are reported.
Some activities cannot satisfy a significant number of customers.
Some activities can satisfy the majority ; nonetheless, someone still dissatisfies.
Implementing
Preparation
Execution

Case Study: The MSIE4.0 Kick-off Meeting

Curriculum Development of Master's Degree Program in
Industrial Engineering for Thailand Sustainable Smart Industry

Kick-off Meeting: February 12th -16th, 2018

Venues: Asian Institute of Technology & Prince of Songkla University, Thailand

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Removing Pain Points

Current Activities

1. PEC Meeting
2. Work Package Meeting
3. General Meeting
4. Public Seminars
5. Group Photo Sessions
6. Program Registrations
7. Coffee Breaks & Meals
8. Travelling
9. Hotel Reservation
10. Domestic Flight Booking

Pain Points

- Improper room layouts
- Non-functional facilities
- Getting thirsty & sleepy

Solutions

- Re-arrange the layouts
- Prepare & check facilities
- Provide water & candies

Pain Points

Where should to stay under the constraints of…

- Cost
- Convenience
- Comfortable

Solutions

- Provide info. of the proper hotels
- Facilitate in hotel reservation process

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Embedding memorable experience to CJ

Themes: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences

Current Activities

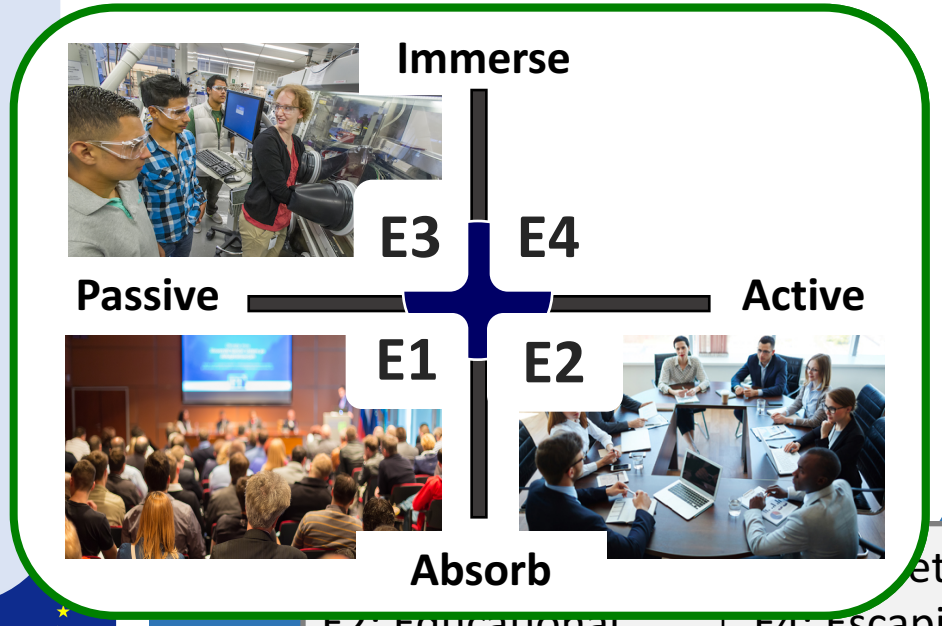
1. PEC Meeting
2. Work Package Meeting
3. General Meeting
4. Public Seminars
5. Group Photo Sessions
6. Program Registrations
7. Coffee Breaks&Meals
8. Travelling
9. Hotel Reservation
10. Domestic Flight Booking

Embedding 4Es

E1, E2	E3
E1, E2	E3
E1	
E1, E2	

Additional Activities

1. Lab Visits
2. Plant Visits



E2: Educational | E4: Escapist

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Embedding memorable experience to CJ

Themes: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences

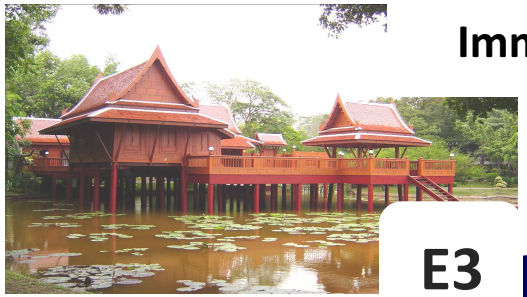
Current Activities

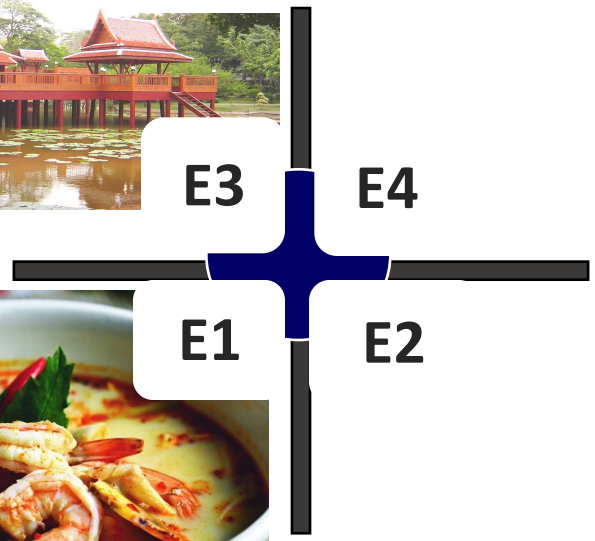
1. PEC Meeting
2. Work Package Meeting
3. General Meeting
4. Public Seminars
5. Group Photo Sessions
6. Program Registrations
7. Coffee Breaks&Meals
8. Travelling
9. Hotel Reservation
10. Domestic Flight Booking

Embedding 4Es

- PEC Meeting: E1, E2
- Work Package Meeting: E1, E2
- General Meeting: E1
- Public Seminars: E1, E2
- Coffee Breaks&Meals: E1, E3

Additional Activities





E2: Educational | E4: Escapist

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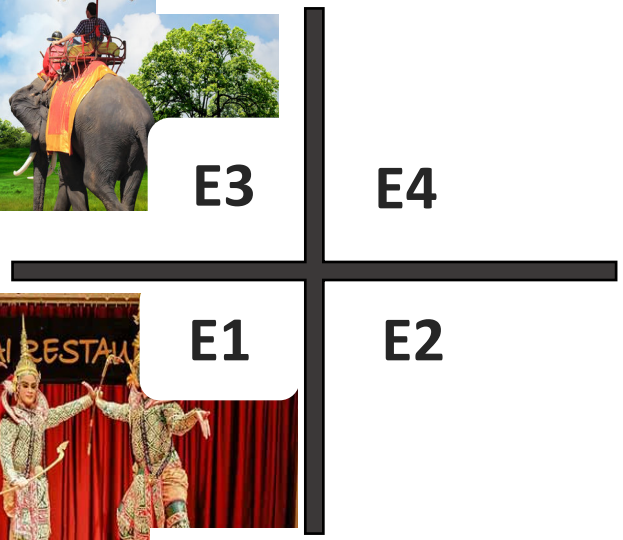
Embedding memorable experience to CJ

Themes: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences



ding 4Es

E3	1. Lab Visits
E3	2. Plant Visits
E3	3. Visiting Attractive Places in Songkhla
E3	4. Experiencing 'Hat Yai Chinese New Year Festival'
E1, E3	5. Visiting Historic City of Ayutthaya

Additional Activities

9. Hotel Reservation
10. Domestic Flight Booking

E1: Entertainment	E3: Esthetic
E2: Educational	E4: Escapist

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Embedding memorable experience to CJ

Themes: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences

Current Activities

1. PEC Meeting
2. Work Package Meeting
3. General Meeting
4. Public Seminars
5. Group Photo Sessions
6. Program Registrations
7. Coffee Breaks&Meals
8. Travelling
9. Hotel Reservation
10. Domestic Flight Booking

Embedding 4Es

PEC Meeting	E1, E2	E3
Work Package Meeting	E1, E2	E3
General Meeting	E1	E3
Public Seminars	E1, E2	
Group Photo Sessions		E3
Program Registrations		
Coffee Breaks&Meals	E1, E3	
Travelling		E1, E3
Hotel Reservation		
Domestic Flight Booking		
	E1, E2, E3	

Additional Activities

1. Lab Visits
2. Plant Visits
3. Visiting Attractive Places in Songkhla
4. Experiencing 'Hat Yai Chinese New Year Festival'
5. Visiting Historic City of Ayutthaya

E1: Entertainment
E2: Educational
E3: Esthetic
E4: Escapist

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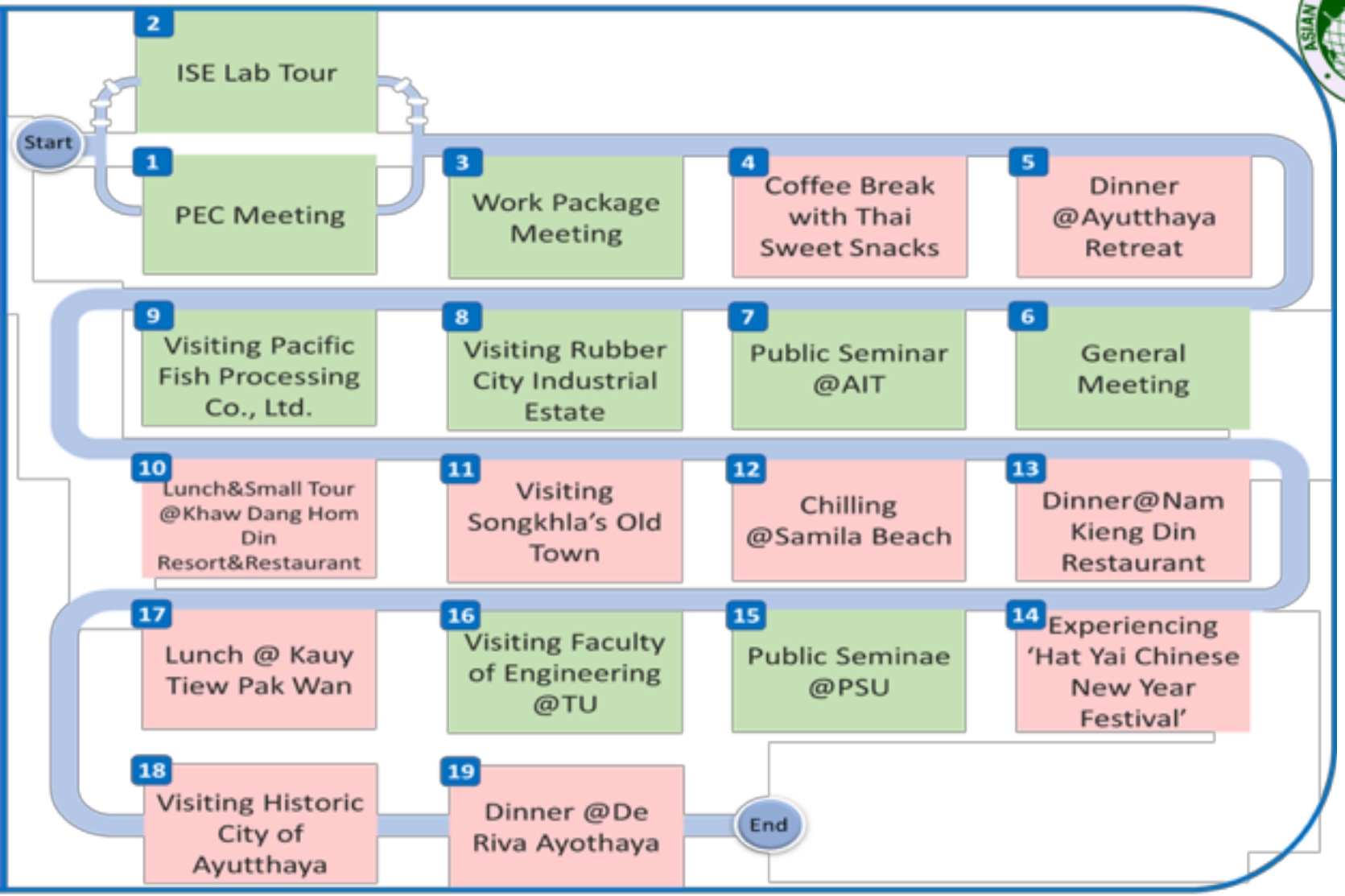
Designed Memorable CJ
for MSIE4.0 Kick-off Meeting Program



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Implementing

	Preparation		
	Plan	**Potential Pain Point**	**Solution**
5 Dinner @Ayutthaya Retreat	✓ Reserve dinning room ✓ Design room layout ✓ Select menus ✓ Set dinning time & duration ✓ Set serving time & order ✓ Facilitate transportation	○ Dietary restrictions	➢ Ask participants for their dietary preferences and arrange the meal accordingly

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Memorable CJ

for MSIE4.0 Kick-off Meeting Program

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Evaluating

Secure | https://docs.google.com/forms/d/e/1FAIpQLSdBUitZYVzK-hDrx_6OG-8dZpWDLf-poX9bQv22bJ5-dww26Q/viewform

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Event feedback: MSIE4.0 Kick-off Meeting

Thank you for participating in the kick-off meeting during February 12th-16th, 2018. We hope you had as much fun attending as we did organizing it.

We would like to hear your feedback for the betterment of upcoming event organization.
Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

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Evaluating

Key activities in the 1st day (Monday, February 12th, 2018)

2.2 How satisfied were you with the key activities in the 1st day? *

	Intolerable (-3)	Unacceptable (-2)	Neutral (0)	Ordinary (+1)	Extraordinary (+2)	Priceless (+3)	N/A
PEC Meeting	○	○	○	○	○	○	○
ISE Lab Tour	○	○	○	○	○	○	○
Work Package Meeting	○	○	○	○	○	○	○

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Memorable Customer Experience Journey Map for MISE4.0 Kick-Off Meeting Program

Theme: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences

Day	Key Activity	Types of X (E1: Entertainment, E2: Educational, E3: Esthetic, E4: Escapist)	Intolerable -3	Un acceptable -2	Acceptable -1	Neutral 0	Ordinary +1	Extra ordinary +2	Priceless +3	Unexpected Pain Point	Memorable X
	1. PEC Meeting	E1, E2									
	2. ISE Lab Tour	E3									★
	18. Visiting Historic City of Ayutthaya	E1, E3									★
	19. Dinner@De Riva Ayothaya	E1									
	Overall Experience	**E1, E2, E3**									

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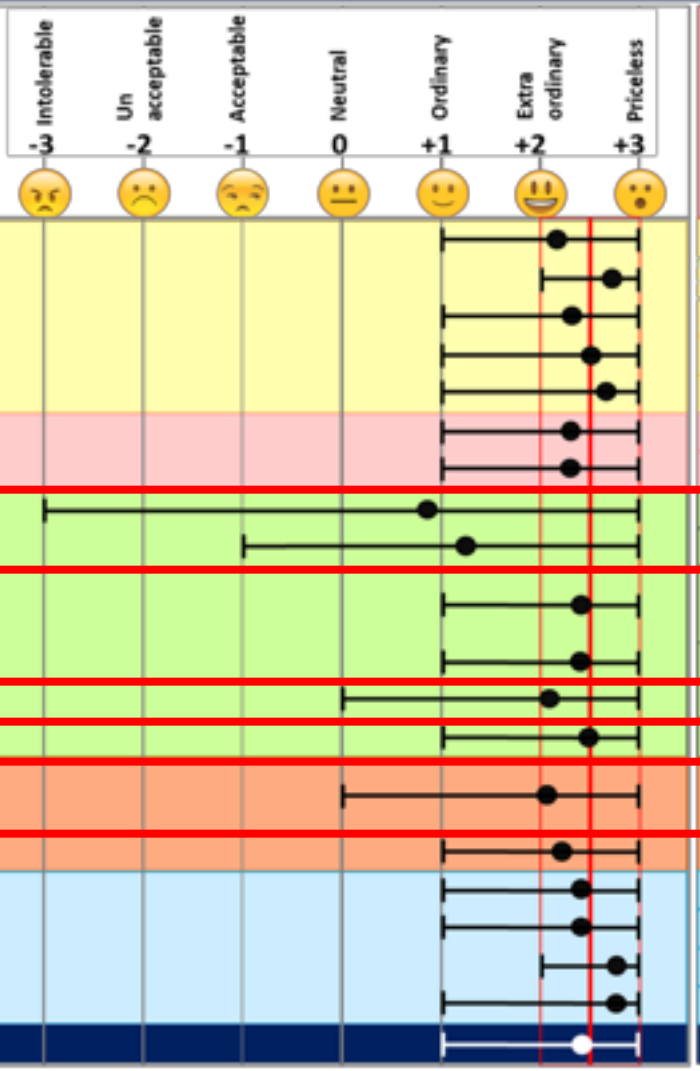
Memorable Customer Experience Journey Map for MISE4.0 Kick-Off Meeting Program

Theme: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences

Day	Key Activity	Types of X (E1: Entertainment, E2: Educational, E3: Esthetic, E4: Escapist)	Unexpected Pain Point	Memorable X
1	1. PEC Meeting	E1, E2		
	2. ISE Lab Tour	E3		★
	3. Work Package Meeting	E1, E2		
	4. Coffee Break with Thai Sweet Snacks	E1		
	5. Dinner@Ayutthaya Retreat	E3		
2	6. General Meeting	E1		
	7. Public Seminar@AIT	E1		
3	8. Visiting Rubber City Industrial Estate	E3		
	9. Visiting Pacific Fish Processing Co., Ltd.	E3		
	10. Lunch&Small Tour@Khaw Dang Hom Din Resort&Restaurant	E3		
	11. Visiting Songkhla's Old Town	E3		
	12. Chilling@Samila Beach	E3		
	13. Dinner@Nam Kieng Din Restaurant	E1		
4	14. Experiencing 'Hat Yai Chinese New Year Festival'	E3		
	15. Public Seminar@PSU	E1		
5	16. Visiting Faculty of Engineering@TU	E3		
	17. Lunch@Kauy Tiew Pak Wan	E1		
	18. Visiting Historic City of Ayutthaya	E1, E3		★
	19. Dinner@De Riva Ayothaya	E1		
	Overall Experience	**E1, E2, E3**		



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Conclusion & Future Work

❑ Conclusions:

- An approach for creating **Memorable Customer Journey** has been developed
- The approach can be **practically applied.** It transforms many **ordinary** activities to be **extraordinary.**
- The approach is appropriate to **an on-going case study** and **continuous improvement**

❑ Future Work:

- **Investigating** on customer preferences and interests
- **Prioritizing** potential pain points

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Thank You

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Embedding Memorable X to CJ
Procedure

1. Remove Pain Points

- Inventory activities and collect pain points
- Create a current customer journey (CJ)
- Provide solutions to alleviate/remove those pain points

2. Design Memorable CJ

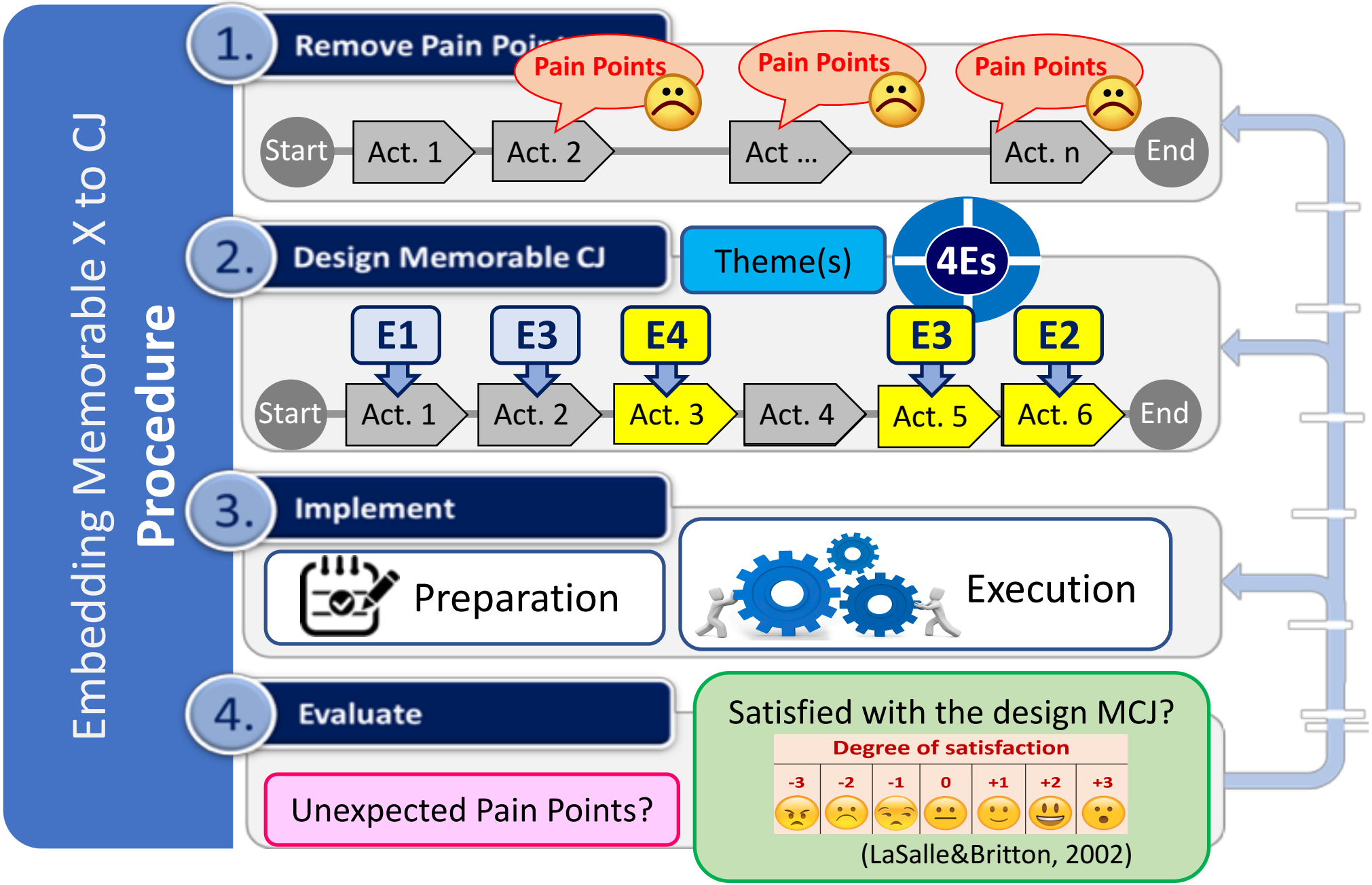
- Establish experience theme(s)
- Design memorable CJ by
  - (i) Embedding memorable experience to the activities or
  - (ii) Creating additional activities for memorable experience

3. Implement

- Preparation
- Execution

4. Evaluate

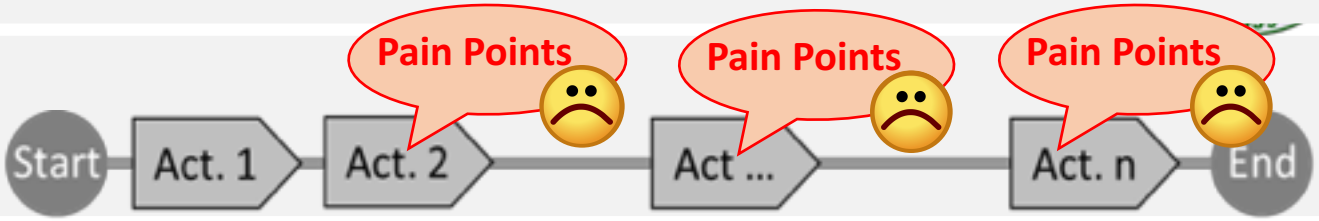
- Obtain customer feedback and evaluate customer satisfaction
- Make suggestions for further improvement


Embedding Memorable X to CJ
Procedure
1. Remove Pain Points
Pain Points
Pain Points
Pain Points
Start
Act. 1
Act. 2
Act ...
Act. n
End
2. Design Memorable CJ
Theme(s)
4Es
E1
E3
E4
E3
E2
Start
Act. 1
Act. 2
Act. 3
Act. 4
Act. 5
Act. 6
End
3. Implement
Preparation
Execution
4. Evaluate
Unexpected Pain Points?
Satisfied with the design MCJ?
Degree of satisfaction
-3
-2
-1
0
+1
+2
+3
(LaSalle&Britton, 2002)

Embedding Memorable X to CJ
Procedure

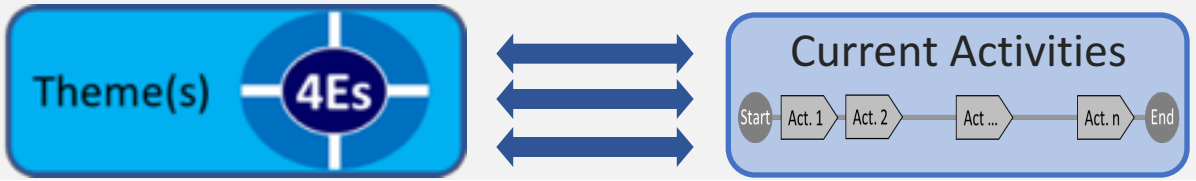
1. Create a customer journey (CJ)

2. Make a pain point-free CJ



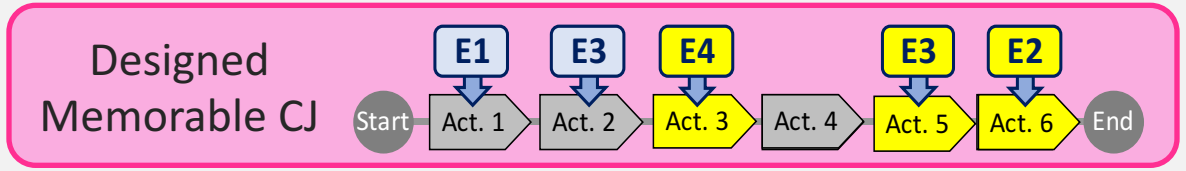
3. Establish experience theme(s)

4. Match the settings of the activities with the theme(s)



5. Assess the 4Es of the current CJ under the theme(s)

6. Enhance the experience in the CJ



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