



Publication Report Form

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Authors	<ol style="list-style-type: none"> 1. Duangthida Hussadintorn Na Ayutthaya 2. Pisut Koomsap
Abstract (Only for the papers published in Journals or Conferences)	
<p>Customer journey mapping (CJM) is a well-known customer-oriented technique used to document and understand a customer’s emotional responses (dissatisfaction-satisfaction) to a product or service on an individual journey for improving the overall experience. Despite the widespread use of CJM, the intention has been centered on providing a good and failure-free customer journey but may not guarantee success in today’s competitive market wherein the aim is towards creating customer loyalty. Type and characteristic of experiences that create memorable experience have not yet been intentionally considered in this technique. Meanwhile, the 4Es model describing four distinct types of experience has been pervasively used, especially in the tourism</p>	



industry, for providing the richest customer experience. Researchers found that the 4Es model has a positive effect on customer memories and loyalty. Therefore, presented in this paper is an approach to embedding memorable experience to customer journey by incorporating the 4Es model in CJM. A kick-off meeting program of a curriculum development project was used to illustrate the implementation of the proposed approach. The results show that the approach can be practically applied and appropriate for continuous improvement.

Others

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