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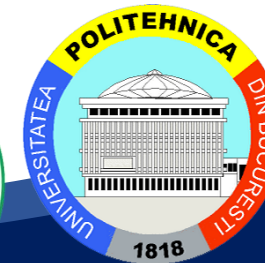
# Course 15: Customer Experience-Driven Design

**Module 1:** Pain Point-Free Customer Experience Journey

**Topic 4:** Customer Oriented-Failure Prevention [1/2]

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Curriculum Development  
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Industrial Engineering for Thailand Sustainable Smart Industry

# Class Discussion: Service Failure



1. What do customers expect from this restaurant?

- Product: ...
- Service: ...
- Experience: ...



2. What would happen **when something goes wrong** and **does not meet customers' expectations**?

# Group Work: Service Recovery



1. Select a case study (which your team members are familiar with and were/are being the customers) in different industry
2. Identify failure/potential failure of the case study
3. Provide solutions for service recovery
4. Share the team's ideas to the class

# Group Work: Customer Oriented-Failure Prevention



1. Select a case study (which your team members are familiar with and were/are being the customers) in different industry
2. Create customer journey mapping for the selected case study