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Unlock Personalized Customer Experience with Customer's PIE

Pisut Koomsap

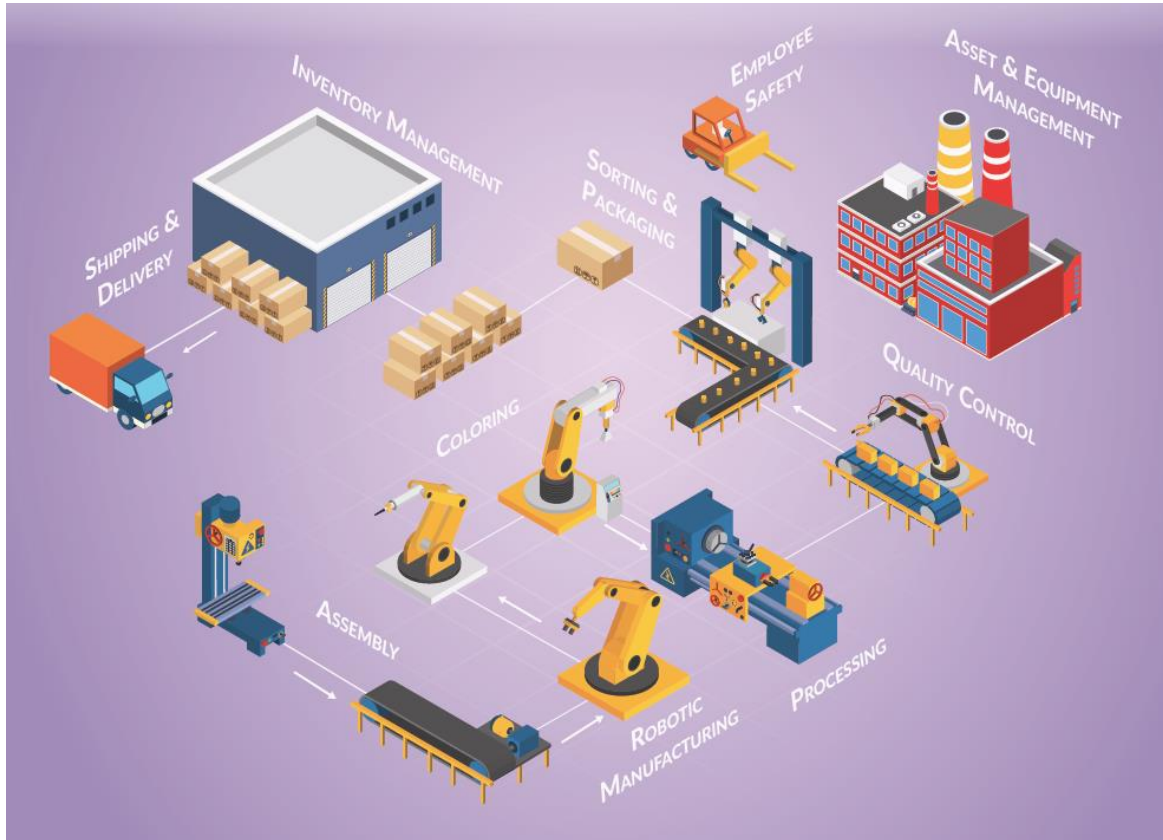
Duangthida Hussadintorn Na Ayutthaya

Asian Institute of Technology



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

The Whole Spectrum

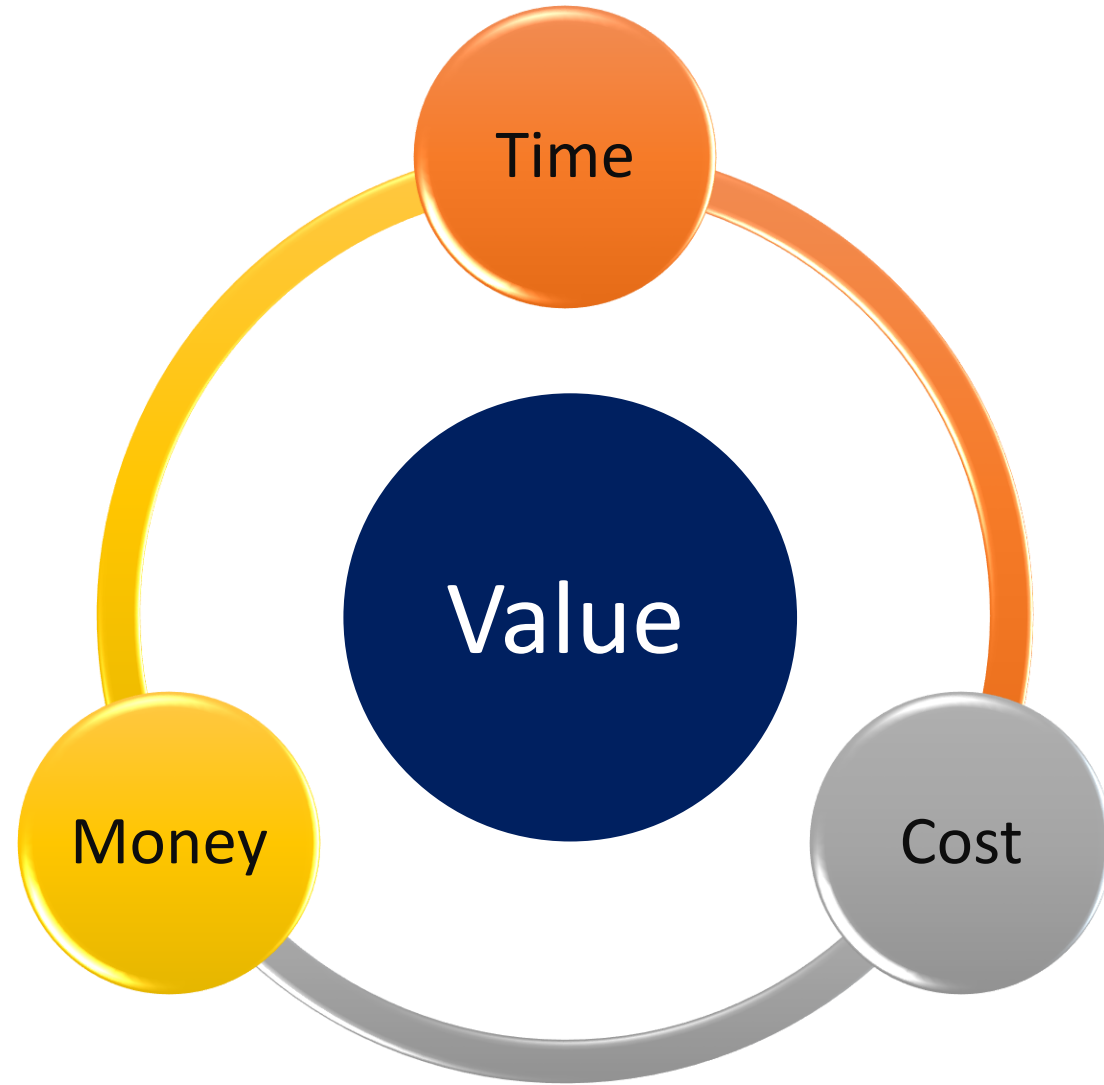


Trandisciplinary Engineering

Trandisciplinary Engineering Design Process outlines a collaborative approach to the engineering design process that includes input from planners, economists, politicians, physicists, biologists, domain experts, and others that represent a wide variety of disciplines.



Industrial Engineer



MSE 4.0

Differentiated

The Progression of Economic Value: Coffee



Competitive Position

Undifferentiated



Market

Pricing

Premium

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Pine&Gilmore, 1998

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Osha Thai Restaurant



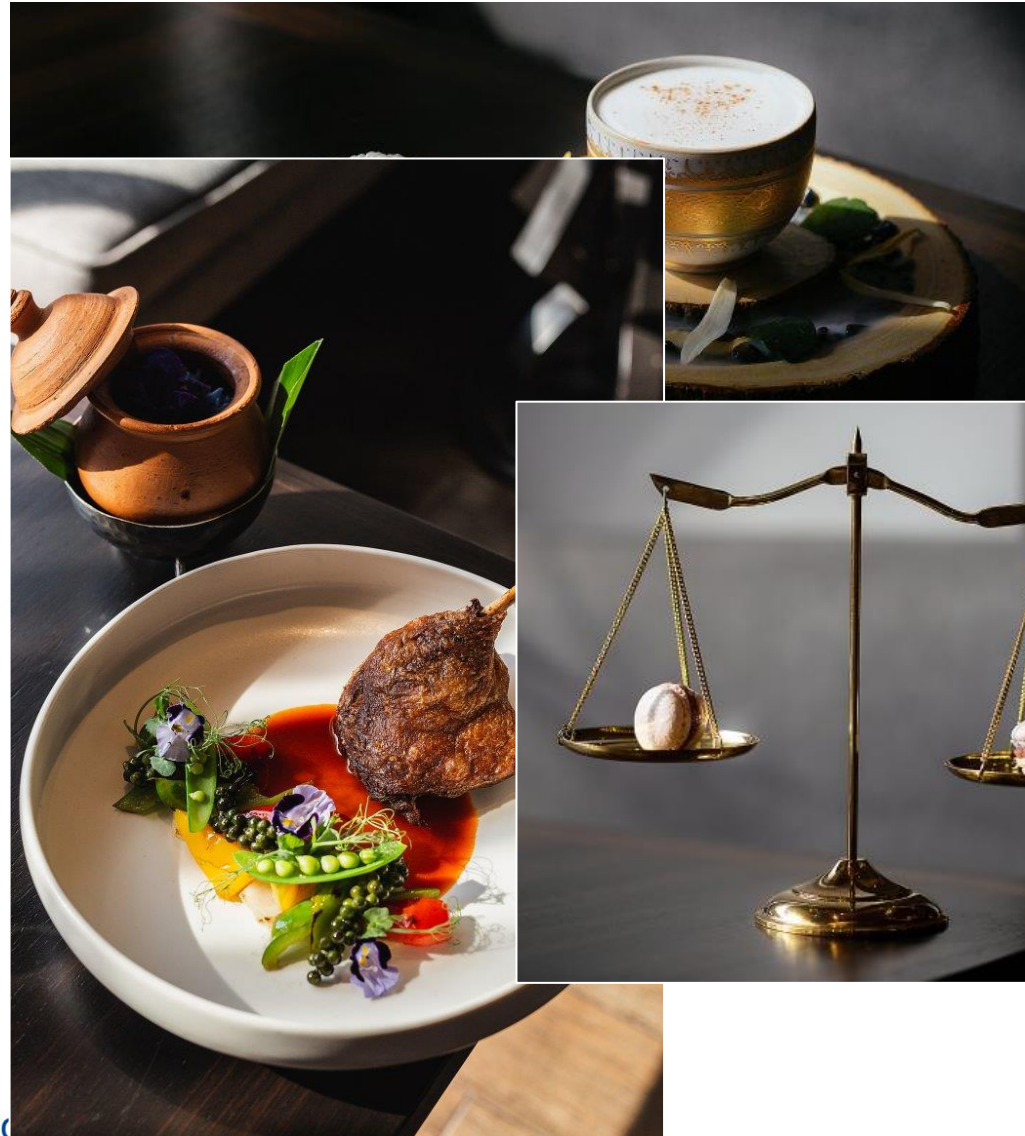
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99 Witthayu Rd., Pathumwan, Bangkok

<https://www.bkkmenu.com/>

Thai Signature Dishes with Perfect Presentation



Thai Signature Dishes with Perfect Presentation





@New York



@Toyko Shinjuku

MSE 4.0



iPhone Xs

From \$30.99/mo. or \$729.¹

• • •

5.8" Super Retina display.²
A custom OLED HDR screen with 458 ppi and true blacks. The best display ever on iPhone.

20h Long-lasting battery.³
With up to 20 hours of talk time and 12 hours of internet use.

2m Durable and water resistant.
Stainless steel design with the most durable glass in a smartphone. Water resistant to a depth of 2 meters for up to 30 minutes.

Dual 12MP cameras.
Portrait mode photos of people and more. 2x optical zoom.

ent loan. Terms apply. ¹The display has rounded corners. When measured as a rectangle, the screen is 6.06 inches (iPhone Xs), 6.85 inches (iPhone Xs), or 6.46 inches (iPhone Xs Max) diagonally. Actual viewable area is less.



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<https://9to5mac.com/2019/06/18/apple-store-pricing-sign-watch-display-design-changes/>

Clue Categories

Customer Perceptions

Functional

Calculative perceptions of quality



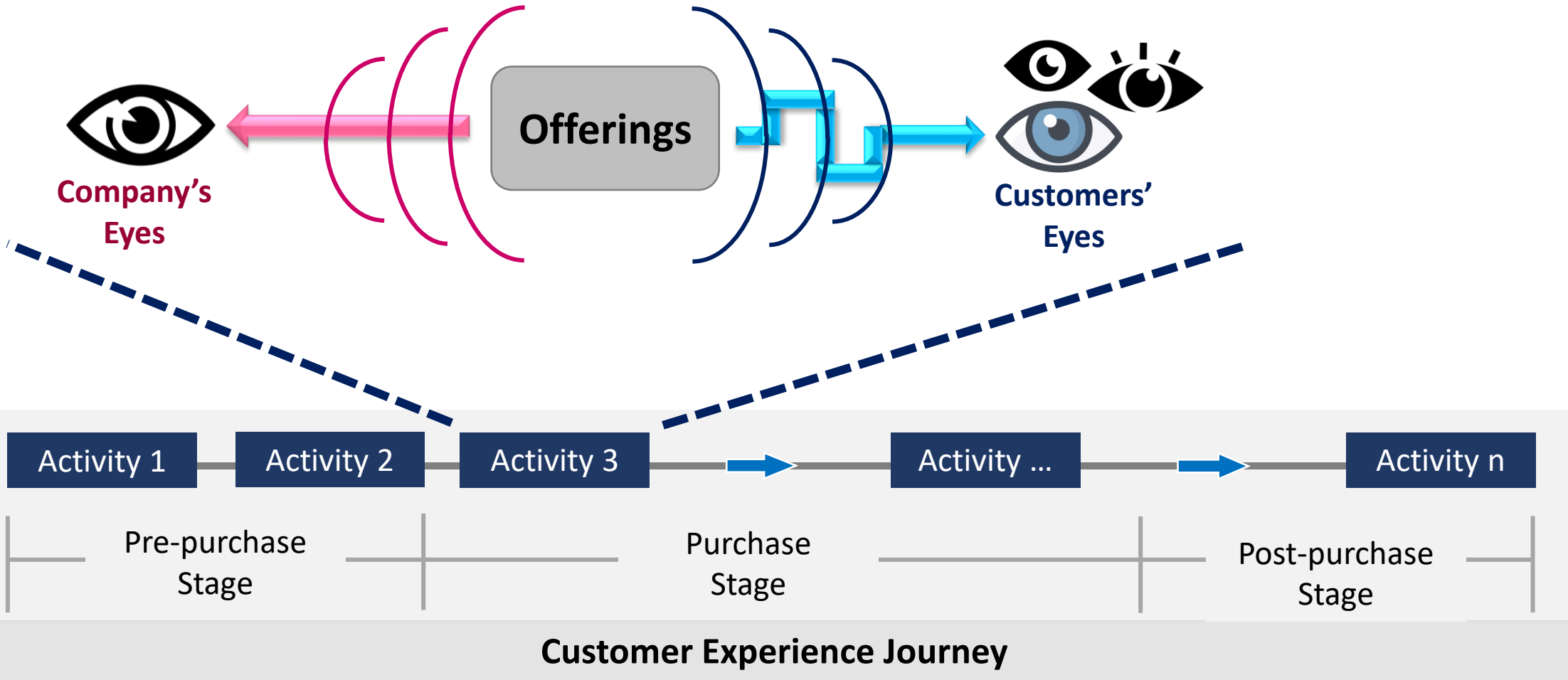
Mechanic

Emotional perceptions of quality



Humanic

Customer Perceived Value on Customer Experience Journey



Channels of Value Perception



Sensorial



Emotional

Moods, Feelings, Emotions

Cognitive

Customer thinking, Conscious mental process

Pragmatic

Practical acts, Usability

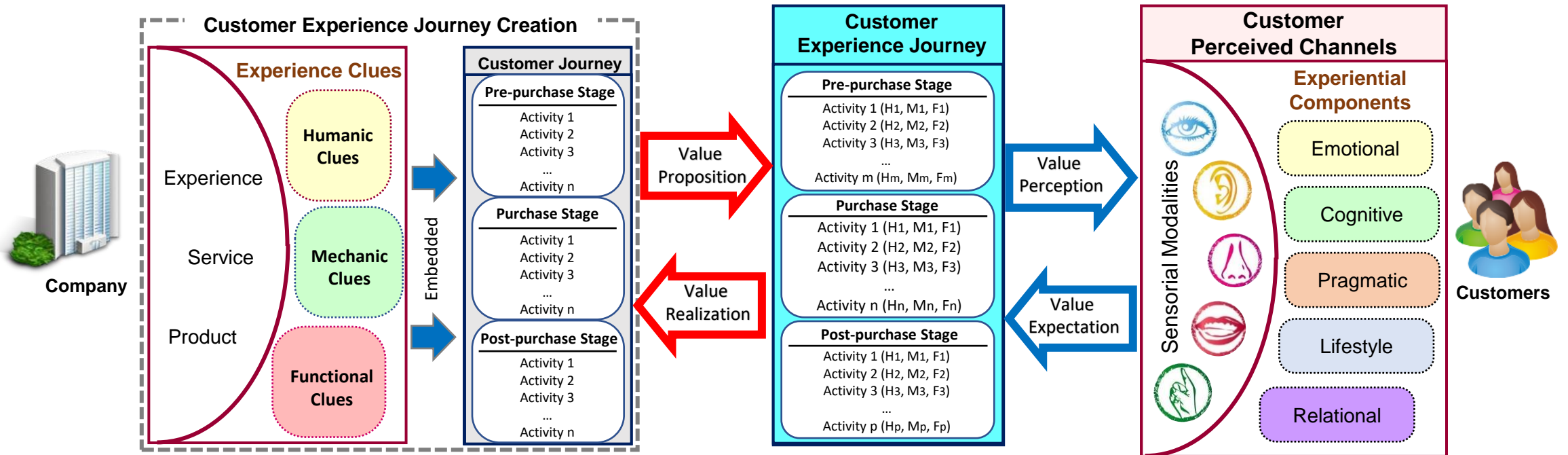
Lifestyle

Personal belief

Relational

Integrating with social contexts







telenor
group

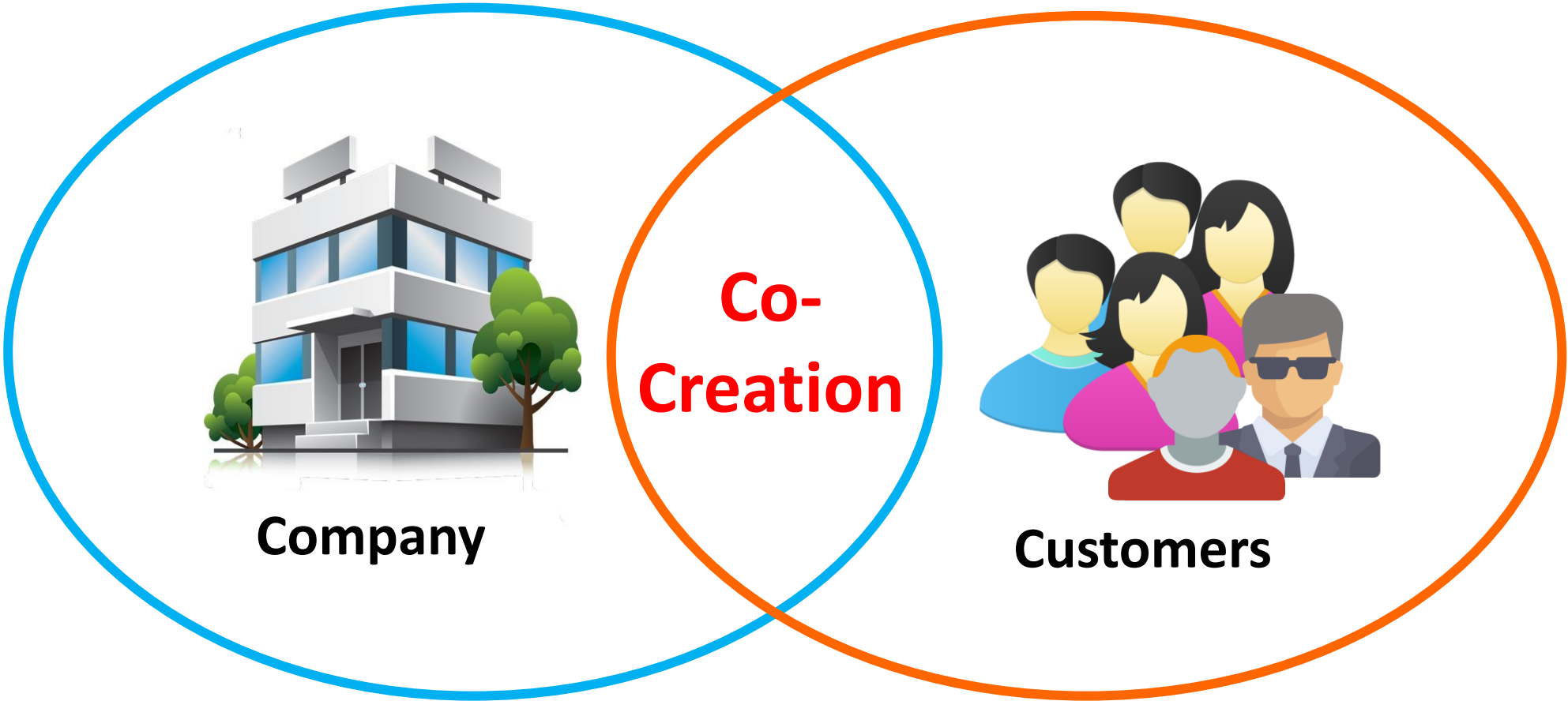


List of Activity and Customer Behavior for the MB Planned Journey

No.	Activity <i>(Halvorsrud et al., 2016)</i>	Behavior <i>(Lemon and Verhoef, 2016)</i>
A ₁	Customer orders MB through the call center	choice, ordering, payment
A ₂	Receives e-mail confirming the purchase	usage, encouragement, service requests
A ₃	Receives e-mail confirming dispatch of hardware	
A ₄	Receives welcome letter with information	
A ₅	Receives letter containing the SIM card	
A ₆	Receives letter containing the PIN code	
A ₇	Receives package containing modem and installation guide	
A ₈	Receives invoice for hardware	
A ₉	Customer installs the MB system	



Where is Value Created?



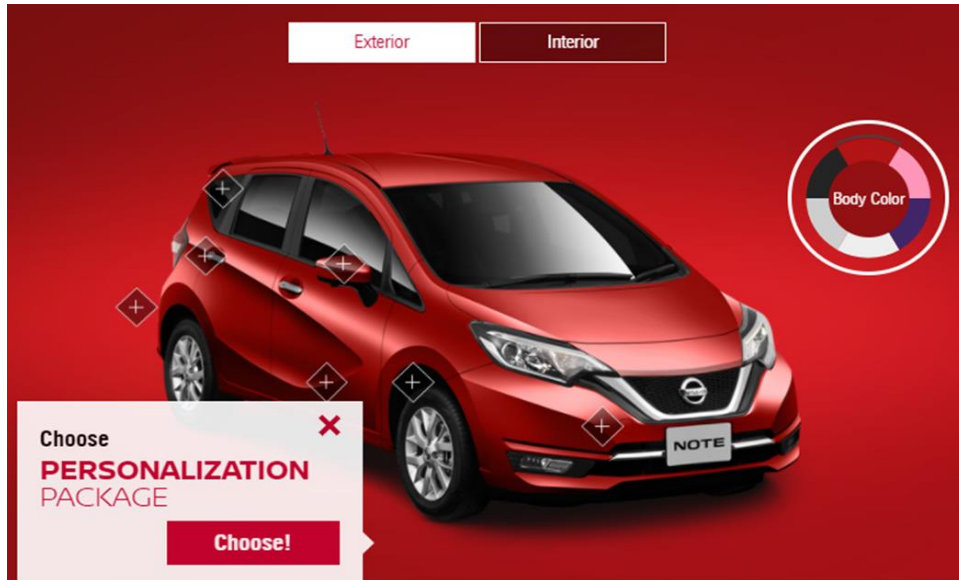
NOTE YOUR STYLE

Choose Your Color in Your Style



NOTE YOUR STYLE >

Exterior Interior




Body Color

Choose PERSONALIZATION PACKAGE Choose!

Roof Spoiler
RED Price per piece 5,000 baht
(Prices Do Not Include VAT And Accessory Installations Fees.)

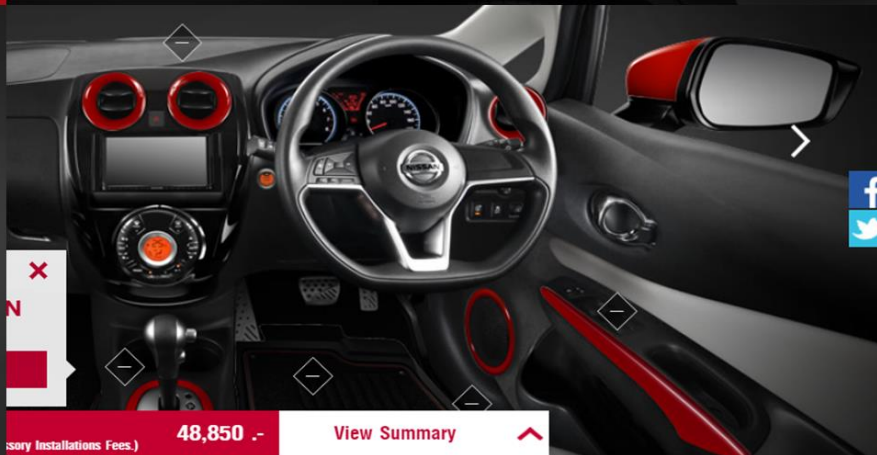
Door Mirror Cover Set

Door Handle Cover
RED Price per piece 1,500 baht
(Prices Do Not Include VAT And Accessory Installations Fees.)



Body Color

Choose PERSONALIZATION PACKAGE

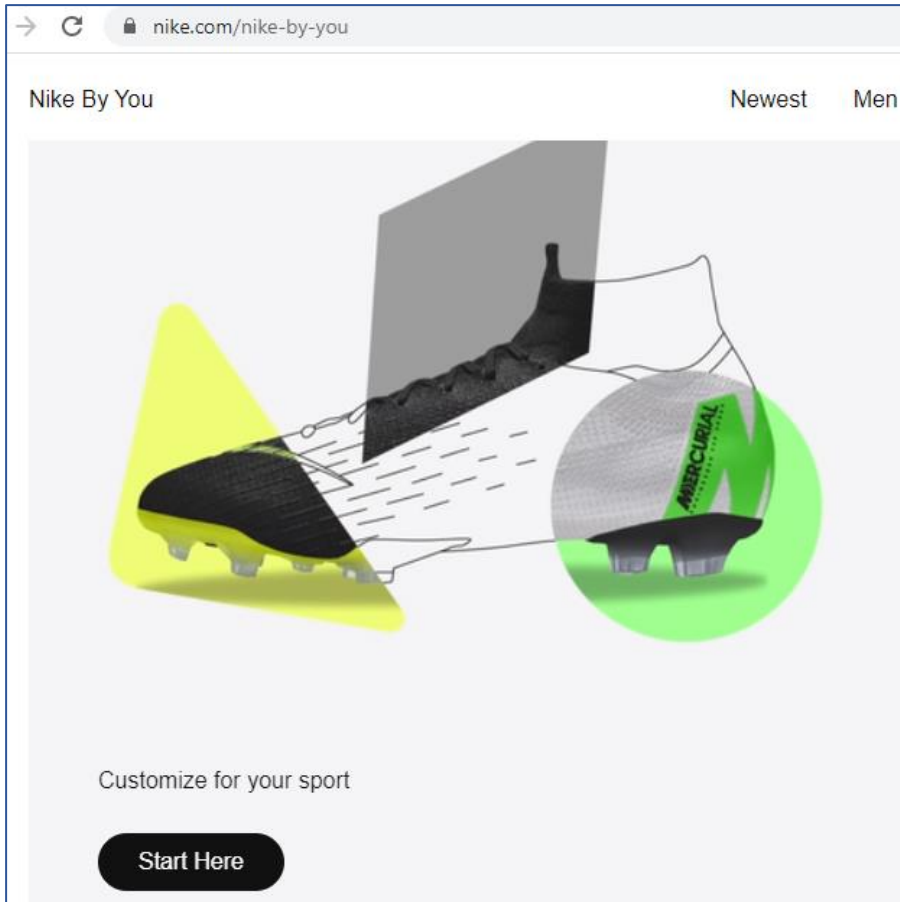


48,850 .- View Summary

Accessory Installations Fees.)

f

Twitter

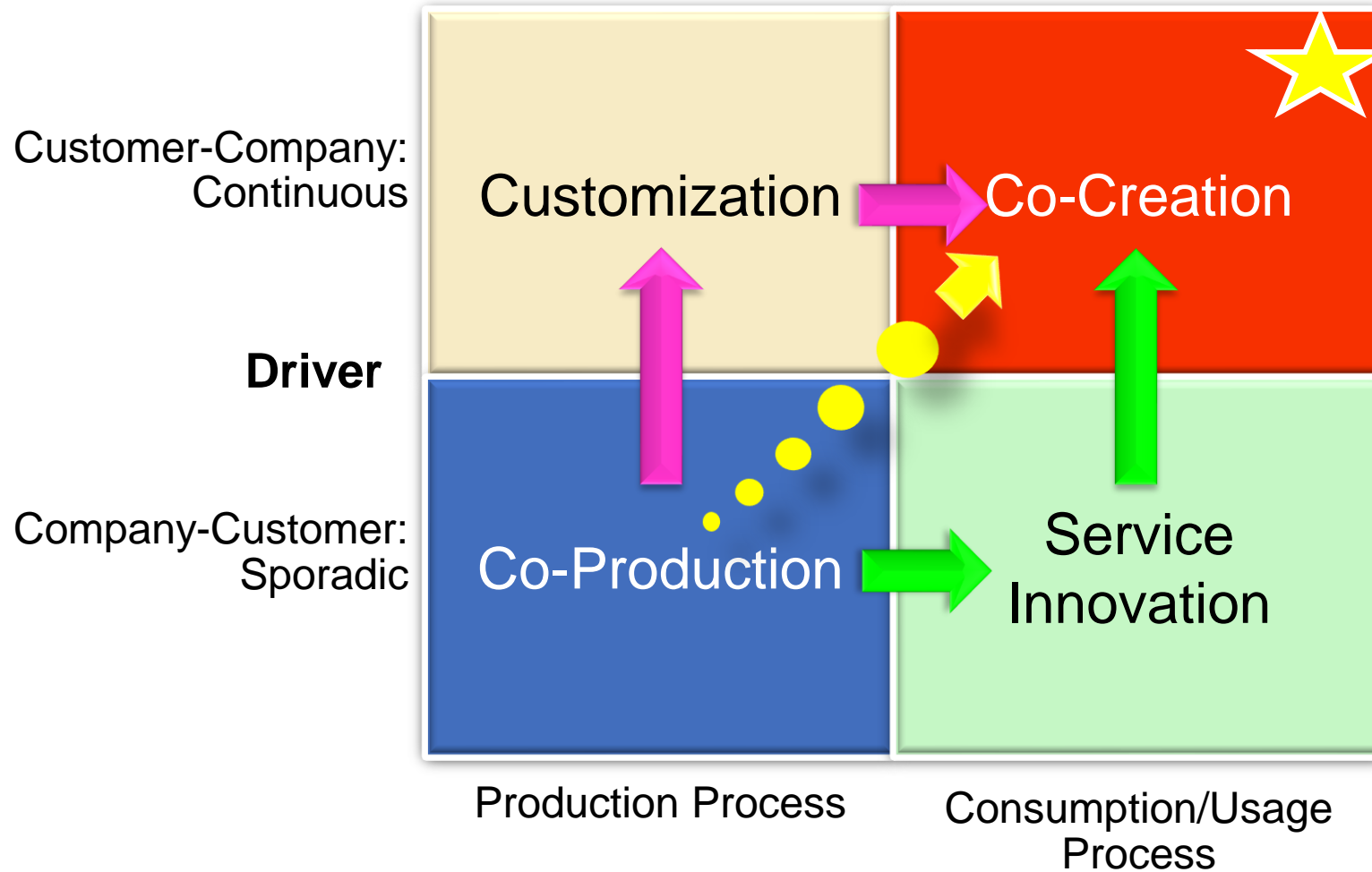


Co-creation

Co-production

Customers' expectation	Co-create products and services with customer	Suit their needs to what available
Focus	Customer and experience centric	Production and company centric
Customers' role	Active	Passive
Innovation	Co-innovate and co-design with customer	Led by the company

Co-Production to Co-Creation matrix



Completion of Value



Co-Production to Co-Creation matrix

You can give your ideas



Private

All we do together with you



Thesis



We prepare for you

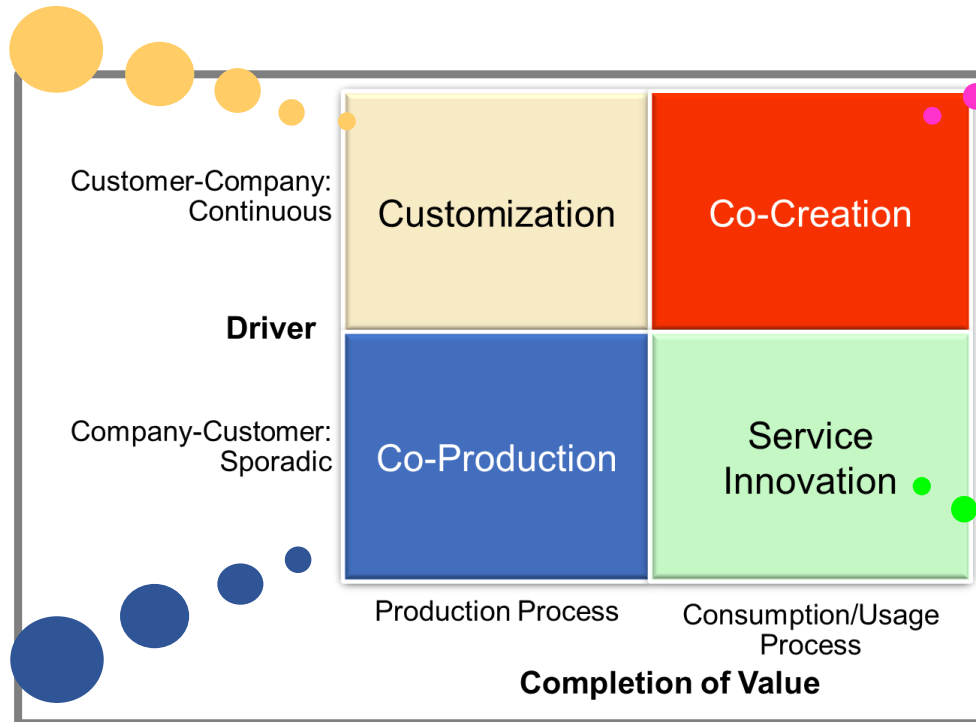


Online

We design for you



Classroom



4 Realms of Experience

:Wine tourist activities



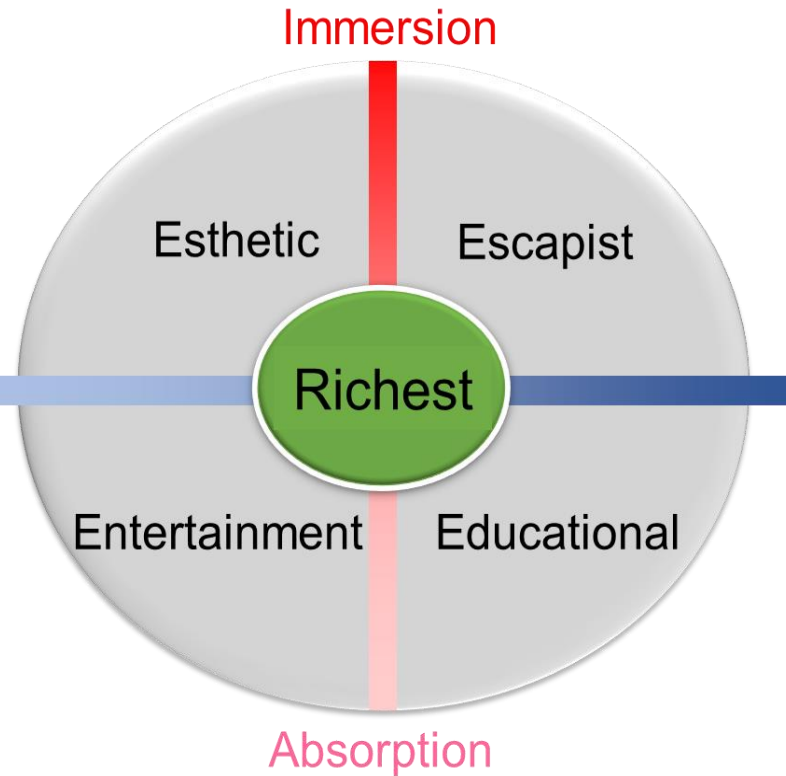
Vineyard tour

Passive participation



Music in vineyard

Pine and Gilmore, 1998



Grape picking

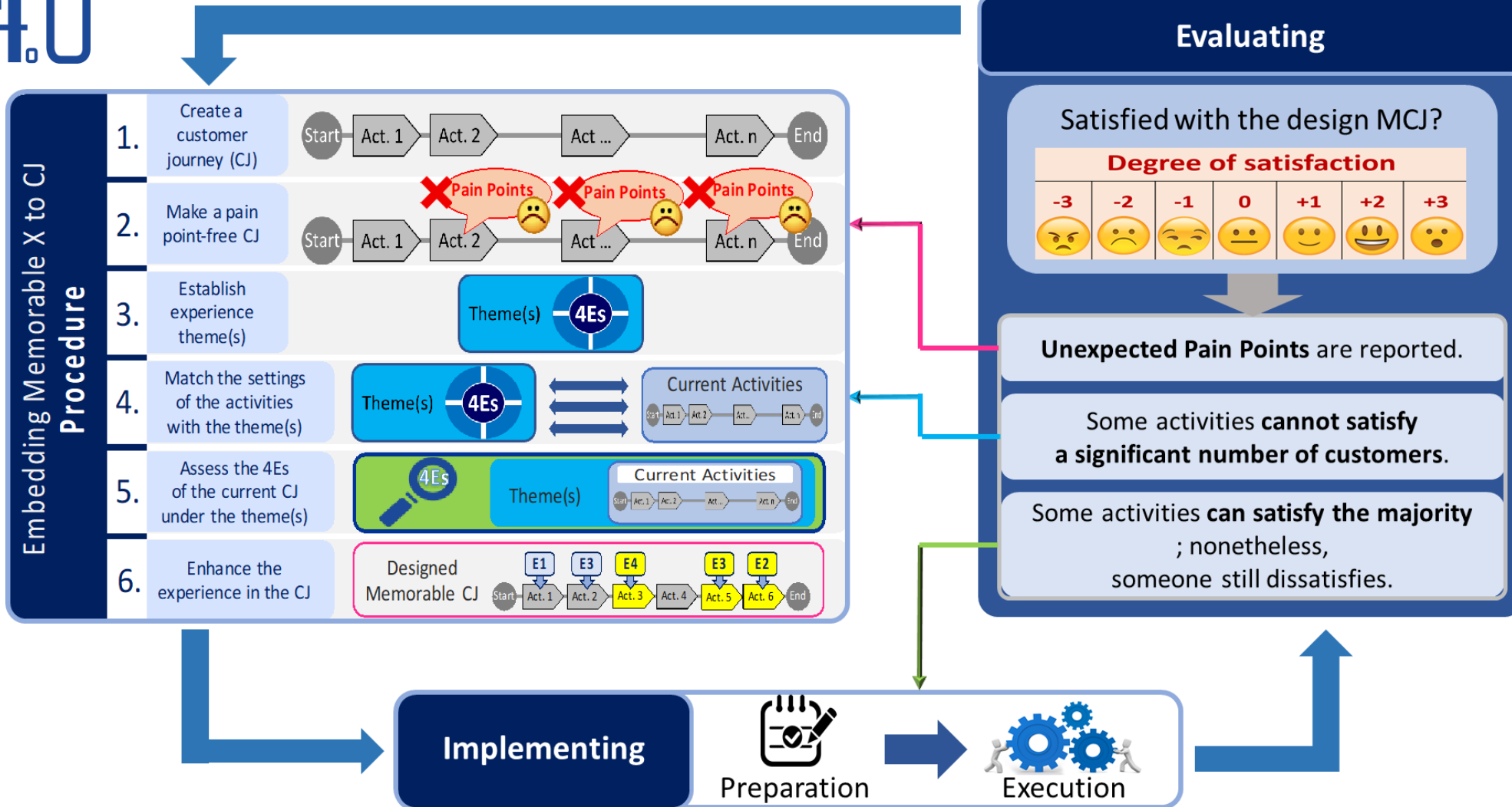
Active participation



Wine testing

Quadri-Felitti et al., 2012







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

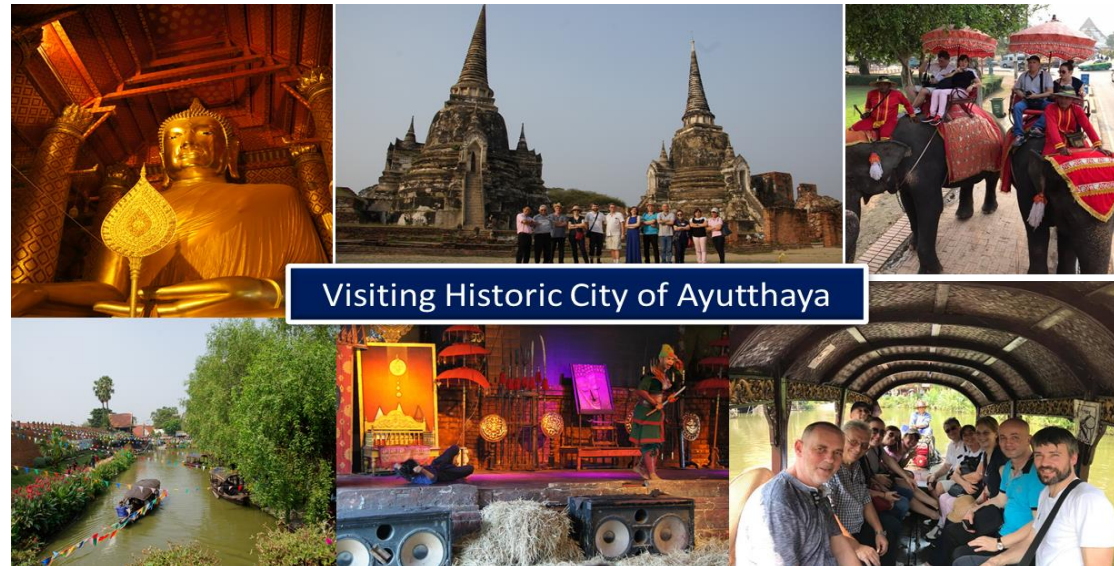
Venues: Asian Institute of Technology & Prince of Songkla University, Thailand



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

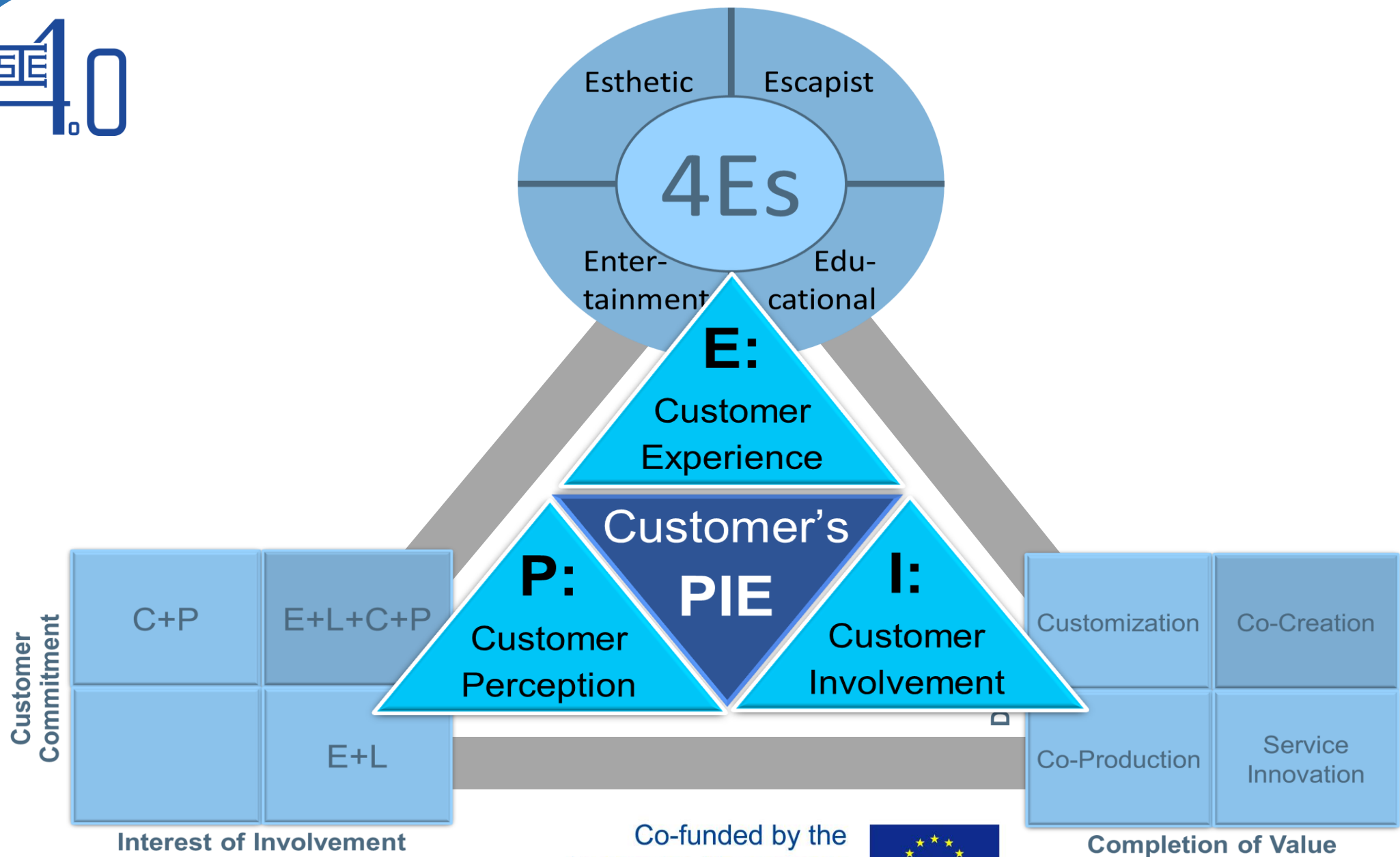
Theme: Industrial Engineering for Thailand 4.0, Authentic Thai Experiences

Day	Key Activity	Types of X E1: Entertainment E2: Educational E3: Esthetic E4: Escapist	Customer Experience Scale							Unexpected Pain Point	Memorable X
			-3 Intolerable 😡	-2 Un acceptable 😞	-1 Acceptable 😏	0 Neutral 😐	+1 Ordinary 😊	+2 Extra ordinary 😄	+3 Priceless 😍		
1.	PEC Meeting	E1, E2									
2.	ISE Lab Tour	E3									★

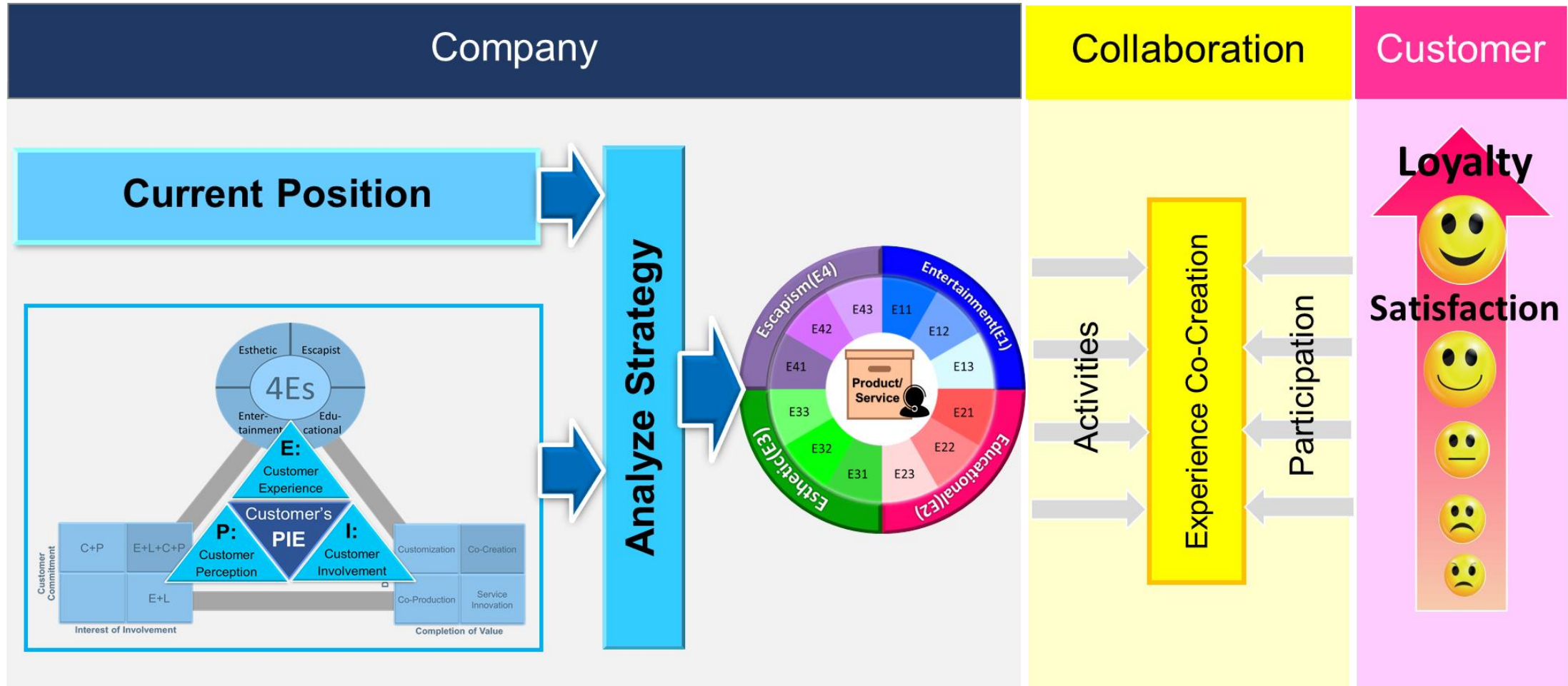


18.	Visiting Historic City of Ayutthaya	E1, E3									★
19.	Dinner@De Riva Ayothaya	E1									
Overall Experience		E1, E2, E3									

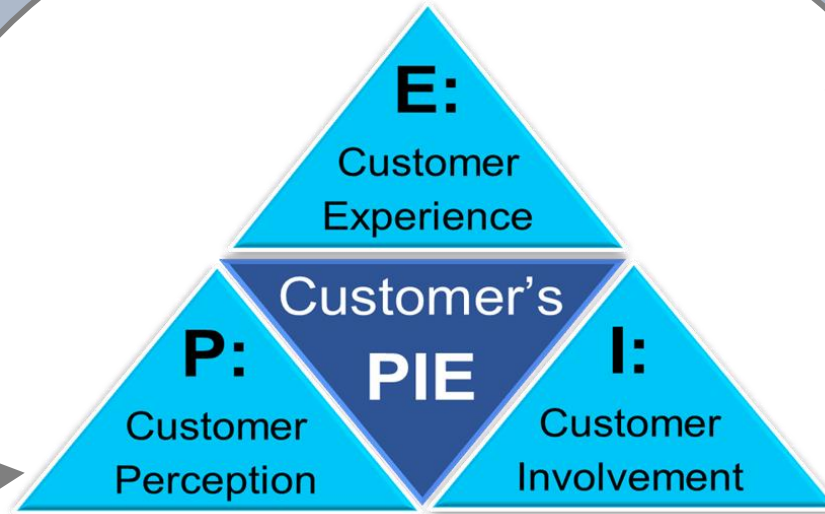




Customer's PIE Approach



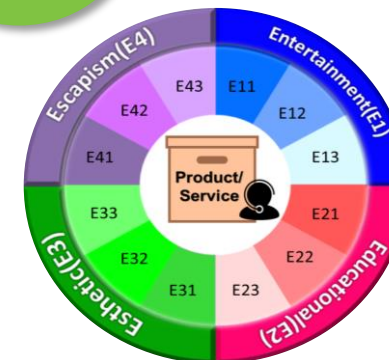
Establish a digital record



Assess, Analysis and Visualize



Generate new experience offerings



MSE 4.0



TOYOTA C-HR

"Fun To Drive"



TOYOTA Wi-Fi

สัญญาณ Wi-Fi ในรถยนต์



OPERATOR SERVICE

ผู้ช่วยส่วนตัวในรถ
พร้อมให้บริการทุกที่ทุกเวลา



FIND MY CAR

ตรวจสอบพิกัดของรถยนต์



SOS EMERGENCY SERVICE

แจ้งขอความช่วยเหลือฉุกเฉิน

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<https://www.toyota.co.th/c-hr/>

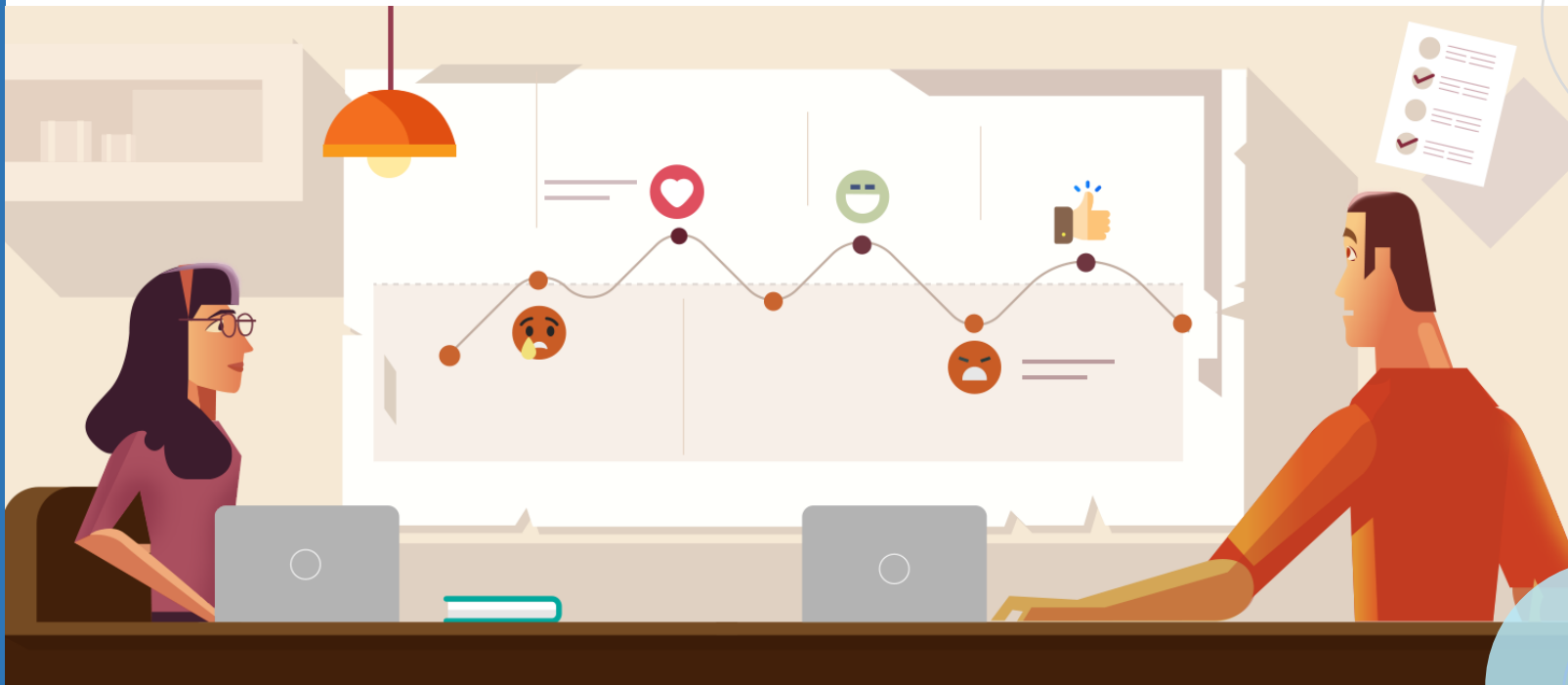
Course
No. 15

Customer Experience-Driven Design

Pisut Koomsap (AIT),
Duangthida Hussadintorn Na Ayutthaya (AIT),
Tomasz Nitkiewicz (CUT),
Apiwat Muttamara (TU),
Agnieszka Ociepa-Kubicka (CUT)

Module I

Pain Point-Free Customer Experience Journey



- Introduction to Experience Economy
- Customer Journey
- Experience Clues
- Customer Oriented-Failure Prevention

Customer Experience Value Creation

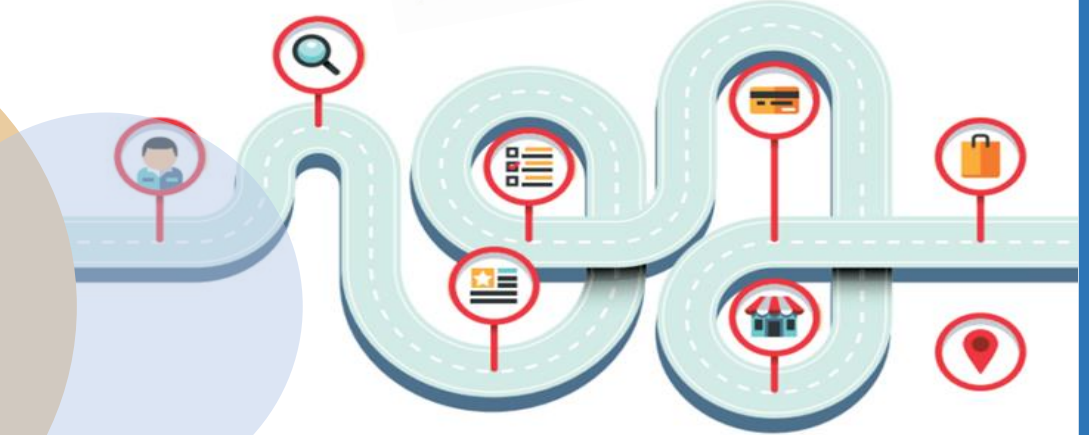
- Understanding Customers
- Customer Perceived Value Model
- Product-Service Systems
- Co-Creation



Memorable Customer Experience Design



- Customer Experience Journey Design
- Embedding Memorable Experience into Customer Experience Journey
- Customer Experience Co-Creation
- Industry 4.0 Technologies/Applications for the Creation of Customer Experience





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Thank You



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