ECM –USE OF EMOTIONAL INTELLIGENCE TO ENHANCE CUSTOMER EXPERIENCE

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Abstract

Customer Experience is the outcome of customer interaction with the organization. It is a multidimensional experience, which involves the Customer's cognitive, affective, emotional, social, and physical responses to all interactions with a firm. Customer Experience Management is essential for an organization to convert its customers into loyal customers. Customer satisfaction surveys and Customer Relationship Management Systems are used as primary tools and techniques to measure customer satisfaction and get feedback. Any gaps in attaining customer satisfaction during a customer's journey with the organization will impact the Customer's Experience. Customers tend to remember the pain points, and this impacts the growth of the organization. Hence it is evident that Customer Experience Management is a vital business process that requires constant monitoring. Customer Experience Management demands a tool that needs to be proactive in terms of measuring Customer Satisfaction.

Due to the lack of tools and techniques to measure the Customer's feeling towards the organization, proactive decisions in terms of customer experience management has become an issue. Especially within the IT-BPO Industry, which is a globalized business model with remote working and multiple touchpoints within the Customer's journey with the organization. The research project will focus on identifying the current gaps in the tools and techniques used for Customer Experience Management within the IT-BPO Industry and develop an IT solution which will enable continuous monitoring of Customer' feelings towards the organization using Emotional Intelligence.

Keywords: Customer Experience Management, Emotional Intelligence , Customer Relationship Management, Customer Satisfaction , Net Emotional Value, Net Promotional Score, Customer Journey