

International Conference on

Design and Production Engineering

July 25-26, 2016 Berlin, Germany

Customer experience management: A new approach to increase results and longevity of business

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Dealing with intangible and so subtle experience, is unusual and a huge challenge for management that is not used to measure what has no numbers and maybe need to see beyond the obvious and accessible statistics. Recently, several studies point to the importance of CEM (Customer Experience Management). However, if the CEM is a strategy to focus at operations and processes of a business around the experiences of the customers to the company, it is essential to seek grants to structure it and find out their effectiveness. This study examines the issues involved in offering superior customer experiences. Through research it was possible to analyze the aspects that impact on productivity and perceived quality. It can be concluded, that CEM can be used as a guideline matrix management in decision making to promote superior customer experiences. Even assuming that it is defiant see beyond the obvious, maybe this is the necessary opportunity, to create real competitive advantage and longevity for companies that want to stand out and be successful over time.

Biography

Adriana Arineli is the Director of Experiência Consultoria. She is a Consultant with extensive experience in consultant projects and strategic programs. She is a Doctoral student in Project and Business Management at Universidad Internacional Iberoamericana. She has done her MSc in Management Systems, MBA in Organizations and Strategy, MBA in Quality with emphasis in Business Management, all at Universidade Federal Fluminense (UFF) with international extensions in Italy (Università di Padova) and Germany (Universität Tübingen and Hochschule Reutlingen). She is an invited Professor at FGV since 2008, and regularly teaches in several post graduate courses and MBA's of the institution and also at ESPM and IBMEC Universities.

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