

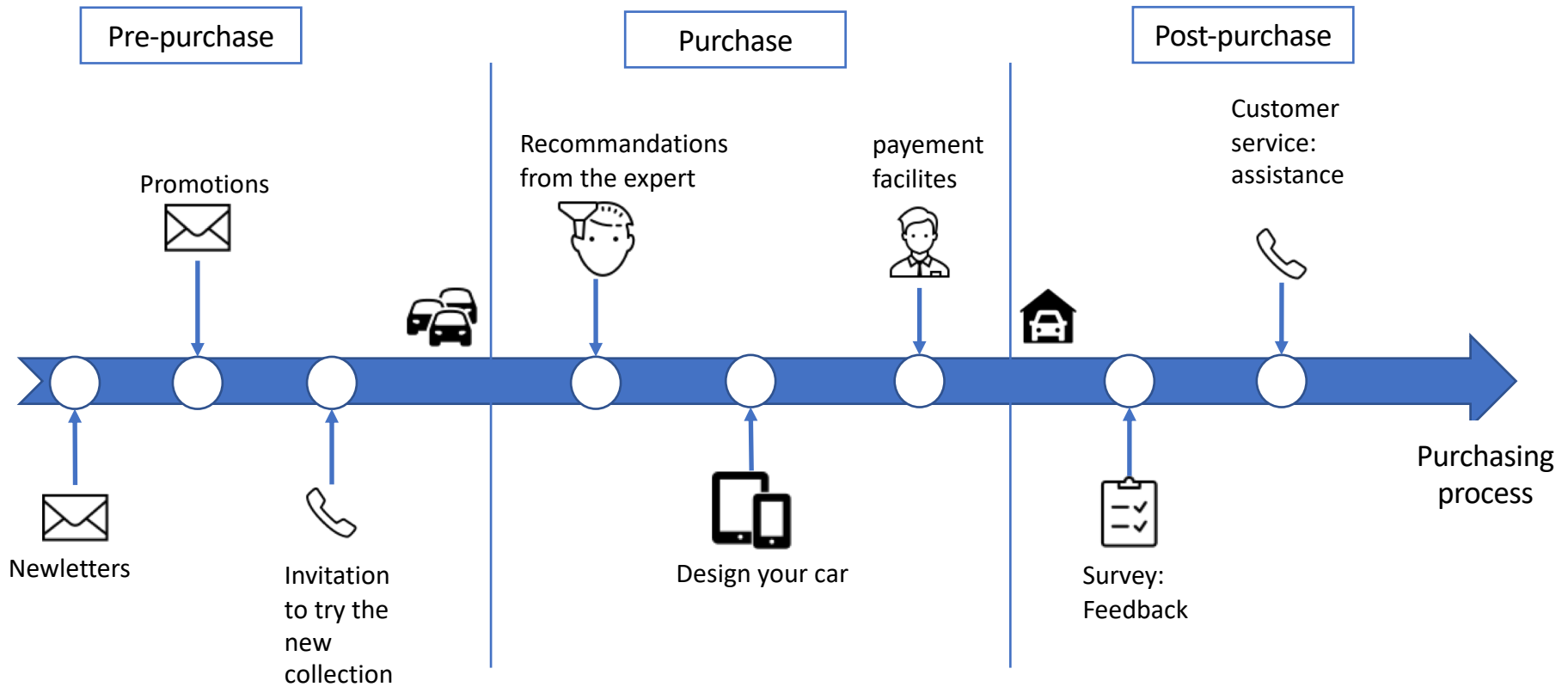
A Development Framework for Customer Experience Management

Imen Benzarti

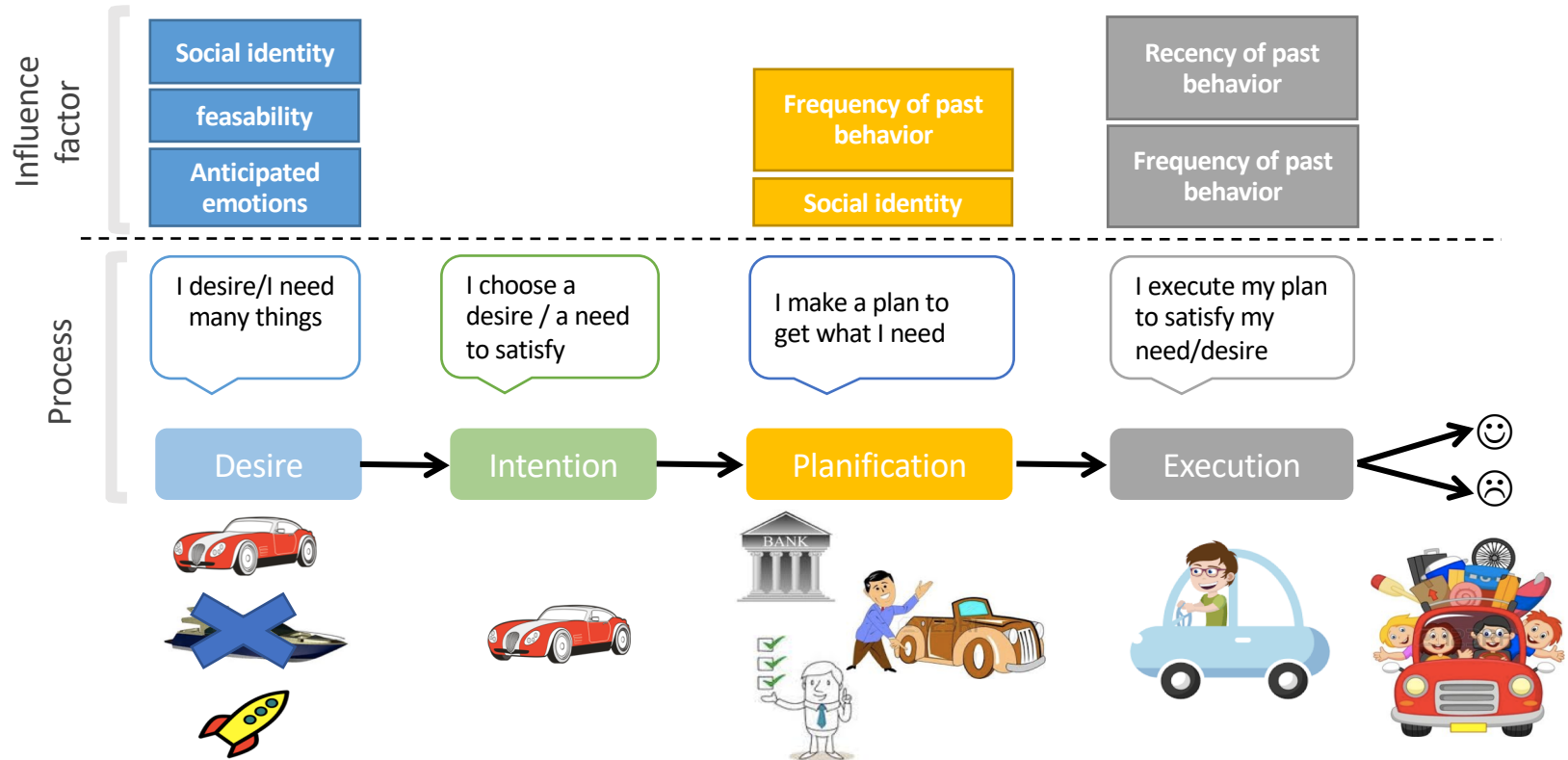
Supervisor: Hafedh Mili

Customer experience management :

Example of a Car purchasing



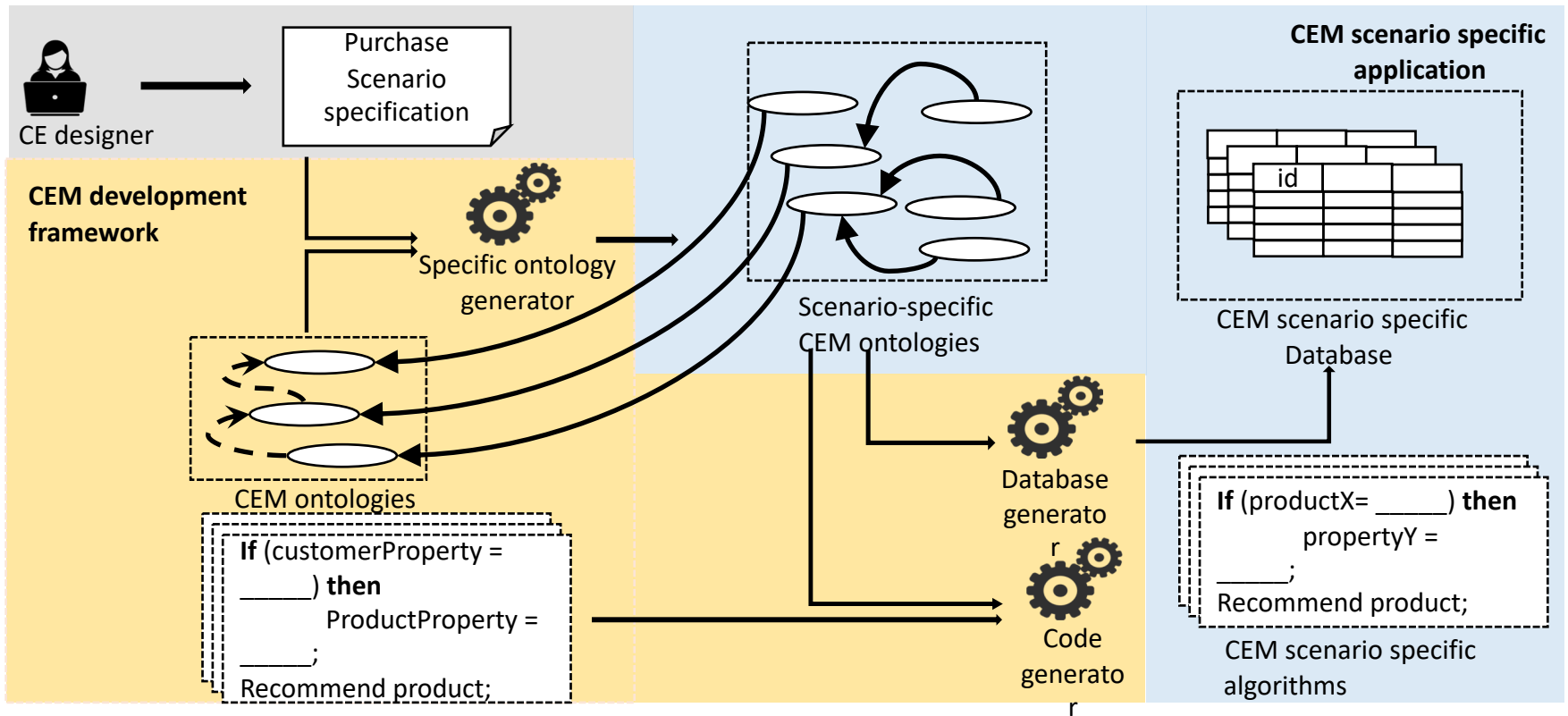
Cognitive representation of purchasing Process



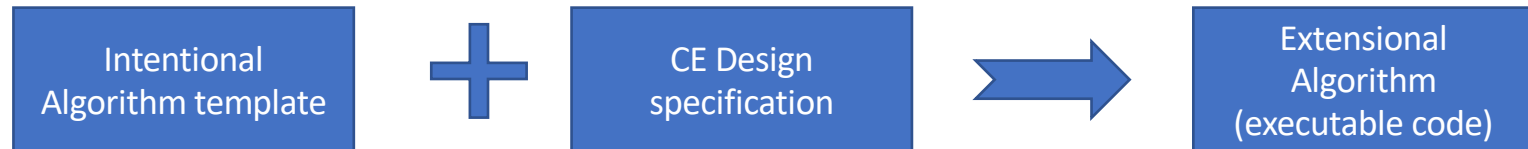
Research objectives

- Propose a methodology for *specifying* customer experiences within the context of omnichannel e-commerce.
- Develop a software framework for *implementing* such experiences using reusable components that embody general marketing and customer experience management knowledge.
- Develop the *specified experiences* into source code using templates, libraries and code generators.

Development framework for CEM



Generic recommendation algorithm



- A generic recommendation algorithm matches the properties of a customer and a product.
- Which (type) of properties to match?
 - Example : matching a bicycle **function** with a customer **usage**
- How to match properties with different natures?
 - *Mono-valued vs multi-valued*: “ I want an urban bicycle that will sometimes be used for long distance travels”

Orchestrating interactions with customer

