

Students' perception on customer experience: a comparative study

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Traditionally related to Service Science, Customer eXperience (CX) is also becoming a relevant Human-Computer Interaction (HCI) topic. The well-known concepts of usability and User eXperience refer to a single system, product or service. CX extends the UX concepts in a holistic approach, focusing on customer's interactions (touchpoints) with all systems, products and services that a company offers. CX has a highly interdisciplinary nature; our approach on CX comes from HCI, as many of the customer ? company interactions are based on interactive software systems and digital products. Forming CX professionals is challenging. We think that including CX as topic in HCI courses is becoming a necessity. The paper presents a 2019 comparative study on students' perception on CX, which follows-up a similar study that we have done in 2018. The survey includes students from Chile, Spain, Romania, Colombia and Argentina, enrolled in CS and Law programs. The results help prioritizing the CX topics and designing a CX course. © Springer Nature

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Curricula

Customer eXperience

Service Science

User eXperience

Sales

Social networking (online)

Students

User experience

Comparative studies

Customer experience

Digital products

Holistic approach

Human computer interaction (HCI)

Products and services

Service science

Software systems

Human computer interaction