

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (SM)

FOURTH TRIMESTER (Batch 2020-22)

END TERM EXAMINATIONS, OCTOBER, 2021

Course Name	Customer Experience Management	Course Code	MKT409
Max. Time	2 hours	Max. Marks	40 MM

Read all Instructions carefully :

1. All 3 Questions are mandatory
2. Each Question specifies the Marks and recommended time to complete
3. Questions may be attempted in any sequence, subject to the total duration of 2 hours
4. Answers once submitted in Moodle shall not be available for revision or resubmission even during the rest of the examination.

Read the case carefully and answer the questions that follow :

Vineet is a systems analyst with a multinational brand in the IT infrastructure sector. As part of his job he is required to travel extensively throughout the region, that keeps him away from home almost half of every month. While he is away, he is always worried about the well-being of his wife, his children, and in particular his ailing mother who is a senior citizen and struggles to keep herself busy through the day. Her favorite activity, for most of her waking hours, is bingeing on shows that appear on her favorite DTH channels throughout the day.

Of late she had been complaining of the set-top-box being too slow to respond to the remote. In between his trips, Vineet discovered that the set-top-box was indeed not responding well and he thought that repairing the remote might help. However it turned out he was wrong. He tried calling up the DTH operator which offers a missed call facility, that allows customers to receive a call back from the DTH operator within a few minutes. While the service seems quite attractive, the challenge has been that the call back never happens. He kept leaving missed calls on the given number, but to no avail. Frustrated with their lack of response, Vineet decided to switch to a competitor of the DTH operator.

He quickly looked up the options of competing brands and decided to go ahead with HD+ set-top-box offered by a competing brand. There was a special festive offer for a limited period for Rs.1069/-. This looked reasonable for the purpose of keeping his mother entertained for most of her waking day. It took him some time to locate all the relevant features, and options. He also struggled to look up all the channels required by his family as these were organized by channel numbers, instead of by Genre. After much struggle, he was able to cover almost all the favorite channels watched by all the members of his family.

Vineet went online to book the new HD+ set-top-box, however, the website only offered BHIM UPI, Phone Pe, Paytm, Credit Cards, and Online banking. He was not sure if there was enough money in the bank as the next EMI of his home loan was due anytime this week. He had never used any form of online instant payments as he was not confident about the security offered by these payment apps. He decided to go online and check his bank balance, however as luck would have he had forgotten his online banking password. He tried using the last password he could recall however after three attempts the online banking portal got locked. Frustrated with the whole experience he called up his wife and requested if he could use her credit card for the purpose of booking the set-top-box. He went ahead with her consent, and she was able to share the OTP immediately. The new DTH operator

sent and SMS acknowledging the payment, and informing him that a field engineer would soon call him to set up time as per his convenience.

Several hours passed and there was no call. Disappointed with this experience he opened the chatbot on the website and described his situation. The chatbot kept responding with standard answers that made no sense, given his particular problem. Disgruntled with a poor online experience he called up the call centre of this new DTH operator. After opting several levels through the IVR menu that required him to confirm his mobile number and service request number, he finally got to speak to an operator. The agent on the call requested him to share his mobile number again. He said he had just entered the mobile number on the IVR before getting connected to her, however the agent insisted. Finally, he relented and shared his mobile number and explained the situation to her. The agent apologized for the poor experience, and offered to setup a visit by the field engineer at 6pm, the following day. Since Vineet had to travel out in two days, he thought it wise to agree to the time slot in the evening, so that he could do his last minute shopping in the morning.

Next morning, around 10am when Vineet was out in the market, picking up some medicines and toiletries, he got a frantic call from his mother who was alone at home. She said there was a man at the door from the new DTH company, and he wanted to fix the antenna and install the new set-to-box.

Q1. Critically **analyse** the new DTH buying experience of Vineet, and **distinguish** between the touch points through a Customer Journey Map, clearly highlighting what went right and what could have been better.

(15 Marks, 45 minutes)

Q2. Based on the above case, as a Customer Experience Manager at the new DTH brand, recommend measures you would take to improve the overall experience of customers.

(15 Marks, 45 minutes)

Q3. Visit bigbasket.com and jiomart.com . **Evaluate** both the retail sites from a UX perspective and list out 5 **recommendations** for improving the UX of each of these websites.

(10 Marks, 30 minutes)