

## Reflection Paper (30%)

Put yourself into the shoes of a customer. When we are customers we are constantly evaluating the service or effectiveness of the products we buy. In order to do this, we are filtering a whole host of similar or adjacent experiences mostly unrelated to the product or service we may be interacting with, and we are constantly reappraising what is the norm and what is acceptable, what is better than acceptable and what is excellent.

For this paper, I would like you to getting **into the mindset of a customer** and really look at the pieces that make up a service, e.g. the people, interactions, channels (online or brick-and-mortar), touch points (phone, email, face2face). Take a look at how things fit together (or not) and how the individual interactions made you feel. Analyze each step in the process and note where things break down, make suggestions for improvement.

### MARKING

I will be marking in three equal parts:

1. **Grammar and style** (don't hesitate to take advantage of the writing centre or ask someone to proof-read your work before handing it in)
2. **Depth and process** (did you include any methods we learned in class, did your process follow a logical path, did you go deep with your analysis or just stayed at the surface)
3. **Improvements** (did you flesh out your suggestions for improvement, are they innovative and creative)

### FORMAT

A written white paper, no longer than 5 pages. Think of the reader as a business professional with little time but great interest in the topic of CX. Make it engaging in tone (less an academic paper, more a LinkedIn article for a professional audience). Make it visually appealing and designed for a web audience (chunks, quotes, visuals, graphs etc).

### DUE

March 13, 12 noon, upload to LEARN > Dropbox > Reflection Paper