

Abstract

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Customer Experience Management Strategies and Knowledge Management to Enhance Higher Education Practices, Conceptual Research

The purpose of this paper is to focus on the importance of Customer Experience Management (CEM) in organization in general and Higher Education Institutions (HIE) particularly as conceptual study, Winning new customers is considerably more difficult and much more expensive than retaining existing customers. To manage a customer's experience, it had to understand what is "customer experience" actually means and understand the emotional factors affect the customer relationship with organization to enhance his loyalty, Maintaining an emotional connection requires systematic management of the customers' experiences with an organization and its offerings from the customers' perspectives. With using knowledge management systems organization strengths the customer experience management and enhances the customer loyalty and differentiates the organization from its competitors.