Reviewer's opinion of doctoral dissertation

Thesis name: Integration of Voice of Customer into Customer Experience Measurement
Author's name: Ing. Lucie Šperková
Type of thesis: Doctoral dissertation
Study program: Applied Informatics
Thesis reviewer: Ing. Michal Pařízek

Overall evaluation and questions to be answered in the course of the defence:

I find the author's topic incredibly important, not only for internet companies but for all kinds of businesses today. Due to new channels (social media, chatbots, feedback forms etc.), the voice of customers (VoC) has never been louder.

Given my current experience earned at online grocery store Rohlik.cz, I am a strong believer that great customer experience can be a significant competitive advantage. However, exceptional customer experience requires truly understating the VoC.

One of the crucial challenges is therefore how to integrate the enormous volume of unstructured customers' data into CX management and day-to-day business. The textual analysis methods may be the most effective way of doing it.

The author's thesis describes very well the importance of the topic and contains deliverables which may help business owners tackle the issue the right way. I find the Customer Experience Data Model both accurate and flexible enough so various industries can take advantage of it.

The validation methods included both using the model in the real-world case in an existing e-commerce company (following the TAR method) and expert opinions research. I find the first, real-world validation, more vital and therefore focus on it. Although the author successfully implemented the model and was able to analyze such a complex language like Czech sure is, I miss the concrete business impact it had. What new insights the company earned? And how did it capitalize on it?

In my opinion, this is the main drawback of the thesis. Apart from it, the thesis is very well structured, referenced, and it adds a great value to the topic.

I do recommend the doctoral dissertation to the defence.

Additional questions to the author:

1) Implementing the model and conducting complex analyses will certainly cost a significant amount of money. How would you justify the investments? What does the ROI formula look like?
2) In your thesis, you focus on B2C companies. Can the Customer Experience Data Model be applied to B2B, too?

Ing. Michal Pařízek
Prague, 18. 1. 2020