

# Spotlight on Excellence

HIGHLIGHTING RESEARCH INNOVATION AT SCHULICH



## Designing Captivating Customer Experiences

Schulich marketing professor Markus Giesler uses design thinking to revolutionize our views on how captivating customer experiences are created.

Imagine creating the perfect dinner. Everything must go together. From the candles, the music, the food, the people. Creating world-class customer experiences is actually very similar, only on a much larger scale. It's a networked design effort, says Giesler whom *Fortune* recently named one of eight business-school star professors and who teaches his Schulich MBA students and managers at companies like Apple, Tesla, and Nest on how to create experiences that are truly larger than the sum of their parts. So what should managers do to create captivating customer experiences?

“When it comes to designing powerful customer experiences, marketers can learn a great deal from musicians,” says Giesler who spent ten years in the recording industry.

“Musicians never just write music, they re-design the audience, our expectations, our imagination, in the process. Transformative design relationships between people and things – these are the core ingredients for world class experiences – in music and beyond.”

Consider Tesla, one of the companies Giesler has worked with. “Think about all the different things that Elon Musk and his team gathered to enable the experience of driving a Tesla car.” From the chassis of the car to its lithium batteries to touch screens, the uniforms of the retail person in the Tesla store and also our own understanding about minimizing our ecological footprint. “Creating a harmonious balance between these elements is not always easy but my research offers strategies managers can use to create new markets or expand existing ones.”



Learn more about Markus Giesler's research at [marketingexperience.org](http://marketingexperience.org)

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For more information, contact: Development and Alumni Relations, 416.736.2100 ext. 44659 | [egomez@schulich.yorku.ca](mailto:egomez@schulich.yorku.ca) | [supportschulich.ca](http://supportschulich.ca)

