CONTENTS

Introduction
Chapter 1
Customer experience and after
Chapter 2
Platformisation: the impact on customer experience
Chapter 3
Brand experience as narrative interpretation: an introduction to transmedia storytelling
Chapter 4
Real or virtual experiences: the case of opera consumption87 Yacine Ouazzani
Chapter 5
New uses and digitalisation: the smart connected objects experience
Marion Roig

Chapter 6
Syncretic experiences and their design: a visual ethnography of a heavy metal festival
Chapter 7
The challenges of experience design in a physical environment 159 Tony Valentini
Chapter 8
Employee experience, customer experience: same combat? 207 Claire Roederer
Chapter 9
The role of employee experience in the customer experience: the adoption of click & collect innovation
Chapter 10
Customer experience indicators: the quest for the holy grail275 Richard Huaman-Ramirez and Claire Roederer
Conclusion303
The authors309