

# **Managing Engagement: Enhancing the Customer Experience**

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# Why “Engagement”?

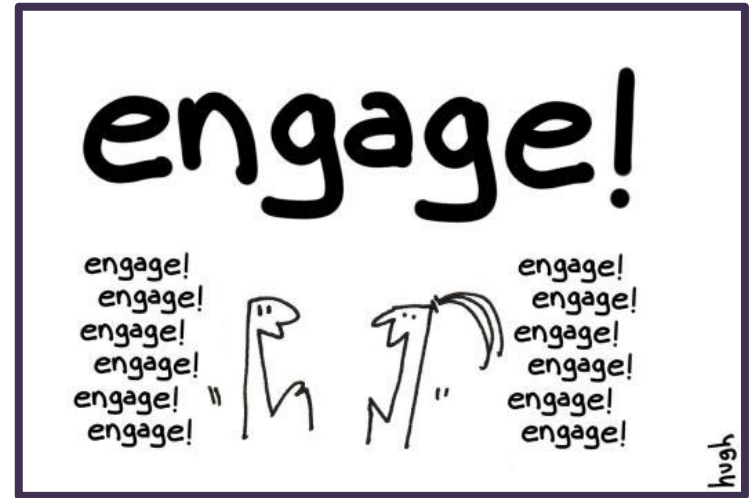
## Buzzword

## Highly Useful

- Easy to use – has clear implications
- Positive connotations

## Highly Problematic

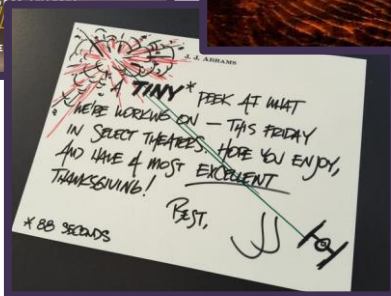
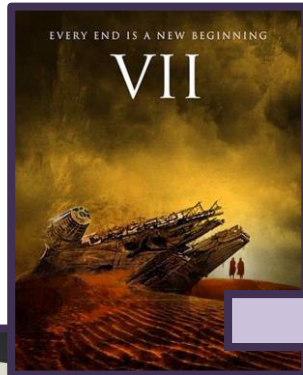
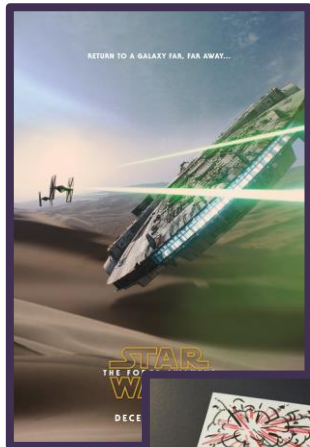
- What does it actually mean?
- Different things to different people



# Why the Screen Industries?

Film and Television as **symbolic goods** – they only exist as moments of engagement

**Engagement Lifecycle** – as changeable but manageable



# The Engagement Model



## Form

What are audiences doing?

## Type

How are audiences responding?

## Value

What are audiences giving up?

# The Engagement Model

Engagement

Form

What are *customers* doing?

Type

How are *customers* responding?

Value

What are *customers* giving up?

# The Engagement Model - Type

