

Exploring the Impact of COVID-19: Employee and Customer Experience in the Education Sector

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Abstract

This research is a cross-cultural study investigating experiences of teachers and students during the COVID pandemic through the borrowing of Customer Experience (CX) and Employee Experience (EX) as managerial constructs. To cover the extensive number of countries, a qualitative exploratory approach was used to collect data from both teachers and students in 83 countries. Theoretically, this paper extends the relevance of Customer and Employee Experience concepts to the education sector. Practically, this paper is discussing the current and future challenges of telecommuting as well as the experiential repercussions on teachers and students as key stakeholders in the education sector.

Keywords: Culture, International, Student Experience, Teacher Experience, Telecommuting