International Conference on

Design and Production Engineering

July 25-26, 2016 Berlin, Germany



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What I´m doing here



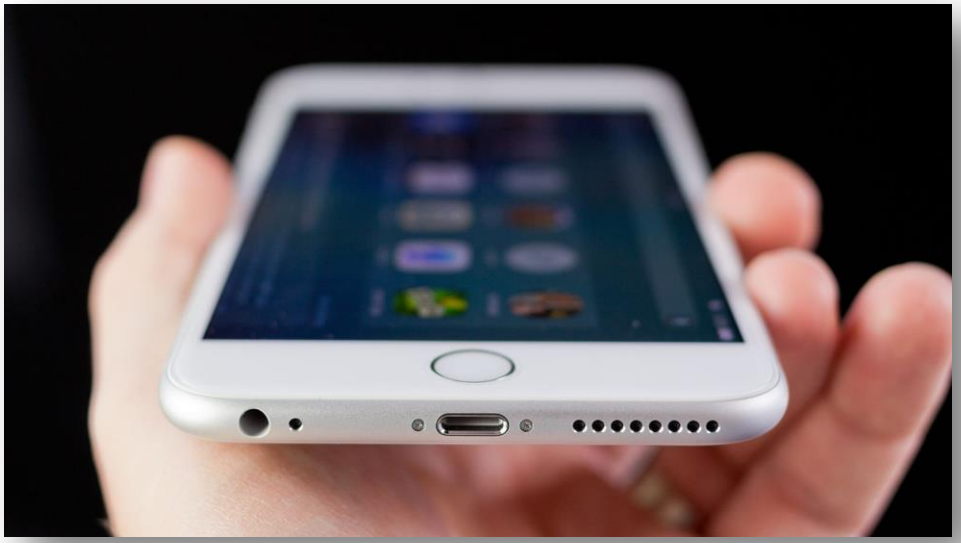
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The relationships are evolving from focus on product and business to focus on customer and experience (Leavy & Moitra, 2009). Winning strategies are those which satisfy its customers through the design of the experience (Prahalad & Ramaswamy, 2004).

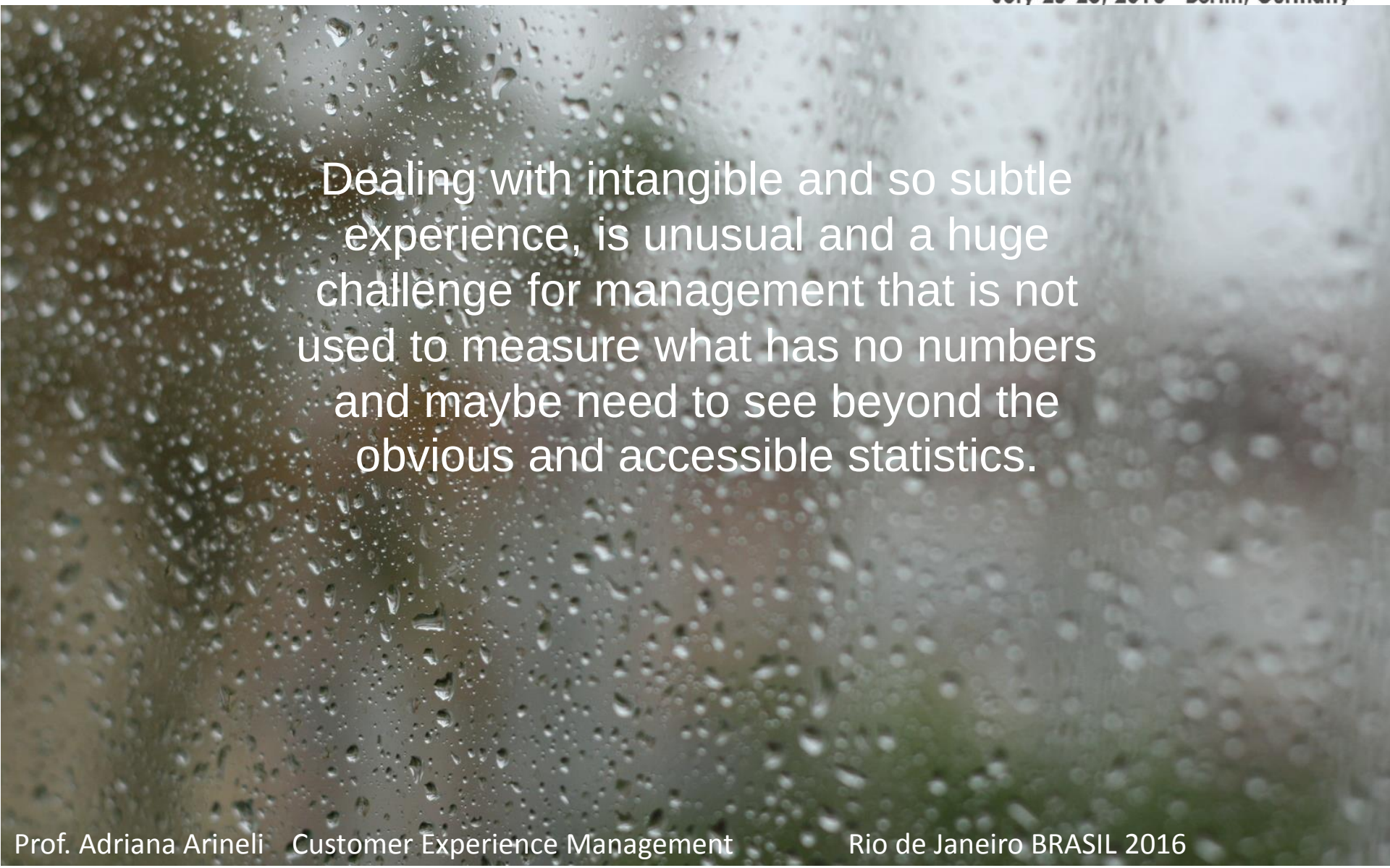


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CUSTOMER EXPERIENCE MANAGEMENT: A NEW APPROACH TO INCREASE RESULTS AND LONGEVITY OF BUSINESS



The CEM (Customer Experience Management) becomes an essential tool for the management of companies seeking sustainability for their business and can generate an unparalleled competitive advantage.


Dealing with intangible and so subtle experience, is unusual and a huge challenge for management that is not used to measure what has no numbers and maybe need to see beyond the obvious and accessible statistics.

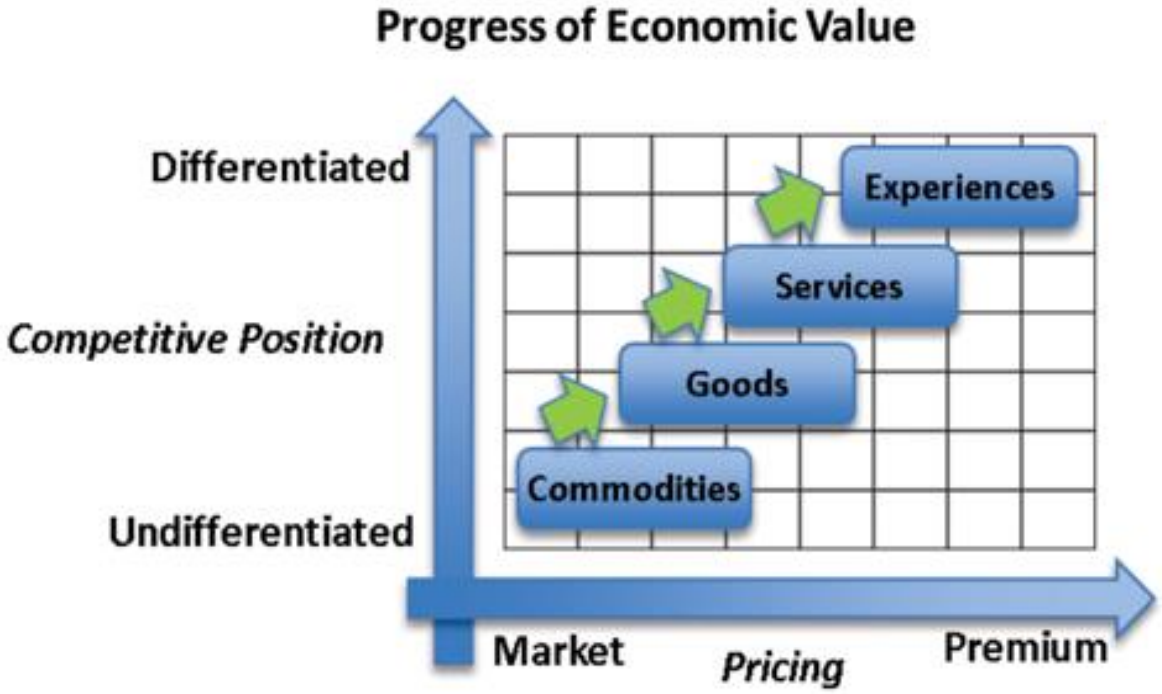


Figure 1. Economic Value Progression.



The approach used to access CEM was a special questionnaire with 23 questions. Some statistical techniques were used for data processing and it was possible to realize that CEM is effective in increasing productivity and, so, it can be used as a guideline matrix management in decision making to promote superior customer experiences.

Metodology

This study was based on the hypothesis H1:

The CSF of the CEM can be scaled through the EMM (Extended Marketing Mix) ; which was dully tested.

The field research was conducted through a survey, using an adaptation of the Servperf instrument by Cronin and Taylor (1992), composing 23 questions.
The items were identified according to the 7P 's, as shown on the survey below. The categorization of P's was defined as:

P1=Product P2= Place P3=Promotion P4=Price P5=Processes
P6=People P7= Physical Perception

Metodology

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N°	P	Question
1	P7	The olfactive perception (smell brand) increases the time of permanence of customer in the store.
2	P7	The way that the customer sees the product in the store is decisive to buy it.
3	P7	The look of the store has to always be in synergy with the product.
4	P7	The played playlist reinforces the concept of the brand and increases the time of permanence of customer in the store.
5	P7	Tastings at the point of sale (coffee, candies, champagne etc.) increases the time of permanence of customer in the store.
6	P6	The customer appreciates a fast, effective, personalized and differentiated service.
7	P6	A store with more attendants offers a higher personalized service.
8	P6	A nice attendant appearance is a differential for winning the customer.
9	P2	Good store location adds perceived brand value.
10	P2	Access for the disabled is favorable and taxable for winning customers.
11	P2	Integrated transportation system facilitates access to customers.
12	P3	Advertising in magazines, newspapers and internet increases customer confidence in the brand.
13	P3	Launching collection increases brand visibility and hence the sales of products.
14	P3	Use of new digital technologies (sms and social networks) makes relationship between customer and brand, closer.
15	P1	The use of sustainable materials increases the perceived value of the brand.
16	P1	The packaging impacts on perceived quality.
17	P1	The "treats" like extra buttons fixed on product or detailed product instructions, increases the product's perceived value.
18	P5	A flexible exchange process increases the perceived quality of the brand.
19	P5	The store that grants discounts to frequent customers increases the chance of loyalty.
20	P7	The appropriate climatization on store impacts on time of permanence.
21	P5	The more accessible information about the store to the customer (Google, Facebook, Twitter, SMS), the fastest is customer return.
22	P4	The price is the main instrument for the company.
23	P4	Sales discounts must be offered throughout the year.

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Key-Questions
KQ 1: Does the elements composing the experience influence in increasing the productivity?
KQ 2: Which elements are more significant to the customers?

17	The 'treats' like extra buttons fixed on product or detailed product instructions increases the product's perceived value.
16	The packaging impacts on perceived quality.
9	Good store location adds perceived brand value.
6	The customer appreciates a fast, effective, personalized and differentiated service.
3	The ambience of the store has always to be in synergy with the product.
13	Launching collection increases brand visibility and hence the sales of products.
8	A nice attendant appearance is a differential for winning the customer.
5	Tastings at the point of sale (coffee, candies, champagne etc) increases the time of permanence of customer in the store.
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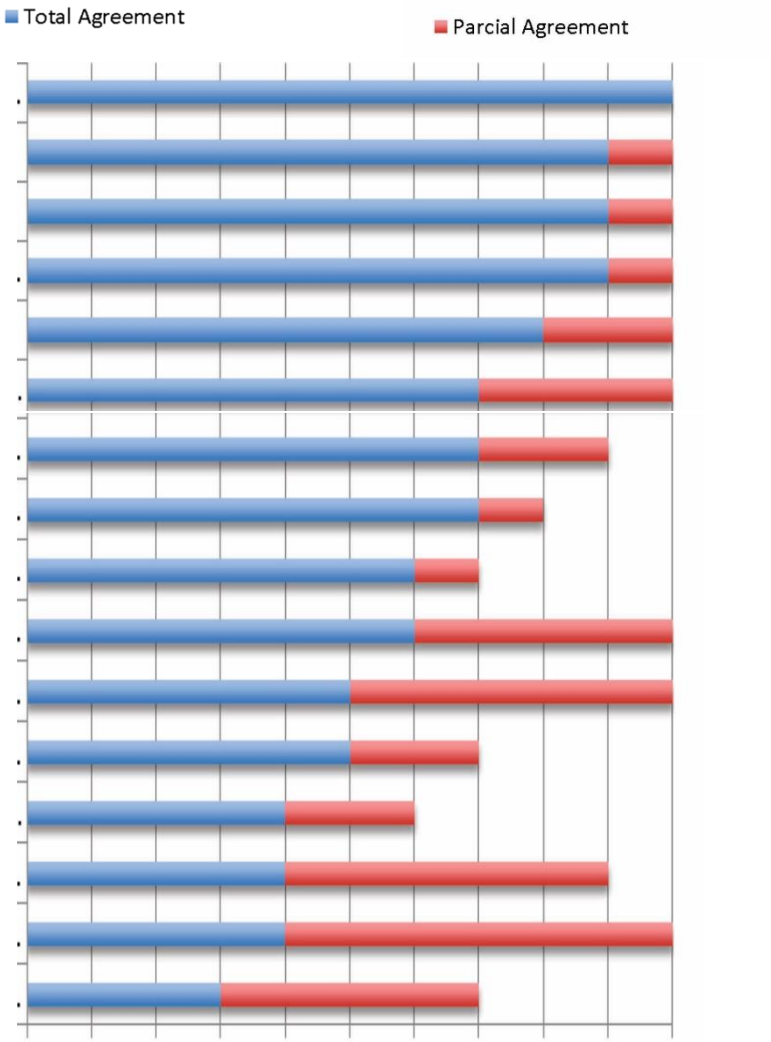
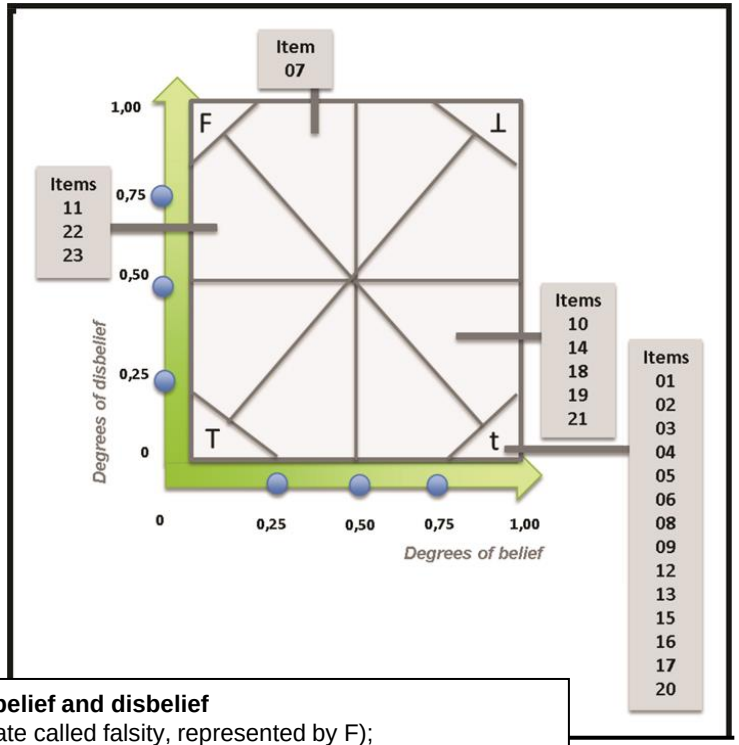


Figure 2: Results of items in Agreement.



(0,1) is intuitively no belief and disbelief
(translates a logical state called falsity, represented by F);
(1,0) represents intuitively, the total belief and no disbelief
(translates a logical state called thuth, represented by t);
(1,1) is intuitively while belief and disbelief surface
(called state represents a logical inconsistency, represented by T);
(0,0) indicates total absence and belief and unbelief
(translates a logical indeterminacy, represented by ⊥);

P´s	Item	Importance			Agreement		Paraconsistent Logic		
		Moderate Importance	Good Importance	High Importance	Full Agreement	Parcial Agreement	Belief Degrees	Disbelief Degrees	True
P1	17			5,0	100	0	1,000	0,000	t
P6	6			4,9	90	10	0,975	0,025	t
P2	9			4,9	90	10	0,975	0,025	t
P7	3			4,8	80		0,950	0,050	t
P1	16			4,8	90	0	0,950	0,050	t
P3	13			4,7	70	30	0,925	0,075	t
P7	1		4,6		60		0,900	0,100	t
P6	8		4,6		70	20	0,900	0,100	t
P7	5		4,5		70	10	0,875	0,125	t
P7	20		4,5		50	50	0,875	0,125	t
P7	4		4,4		40	60	0,850	0,150	t
P3	12		4,3		40	50	0,825	0,175	t
P7	2		4,1		60		0,775	0,225	t
P1	15		4,1		50	20	0,775	0,225	t
P3	14	3,8			40	30	0,700	0,300	At→t
P5	18	3,8			40	20	0,700	0,300	At→t
P5	19	3,7			30	40	0,675	0,325	At→t
P2	10	3,4					0,600	0,400	At→t
P5	21	3,3					0,575	0,425	At→t

t= true At=almost true

Through research it was possible to analyze the aspects that impact on productivity and perceived quality.

It can be concluded, that CEM can be used as a guideline matrix management in decision making to promote superior customer experiences.

Even assuming that it is defiant see beyond the obvious, maybe this is the necessary opportunity, to create real competitive advantage and longevity for companies that want to stand out and be successful over time.

Future Steps:

EEM

E2E

THANKS FOR YOUR ATTENTION

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