

# Customer Experience: monitoring and maximising it

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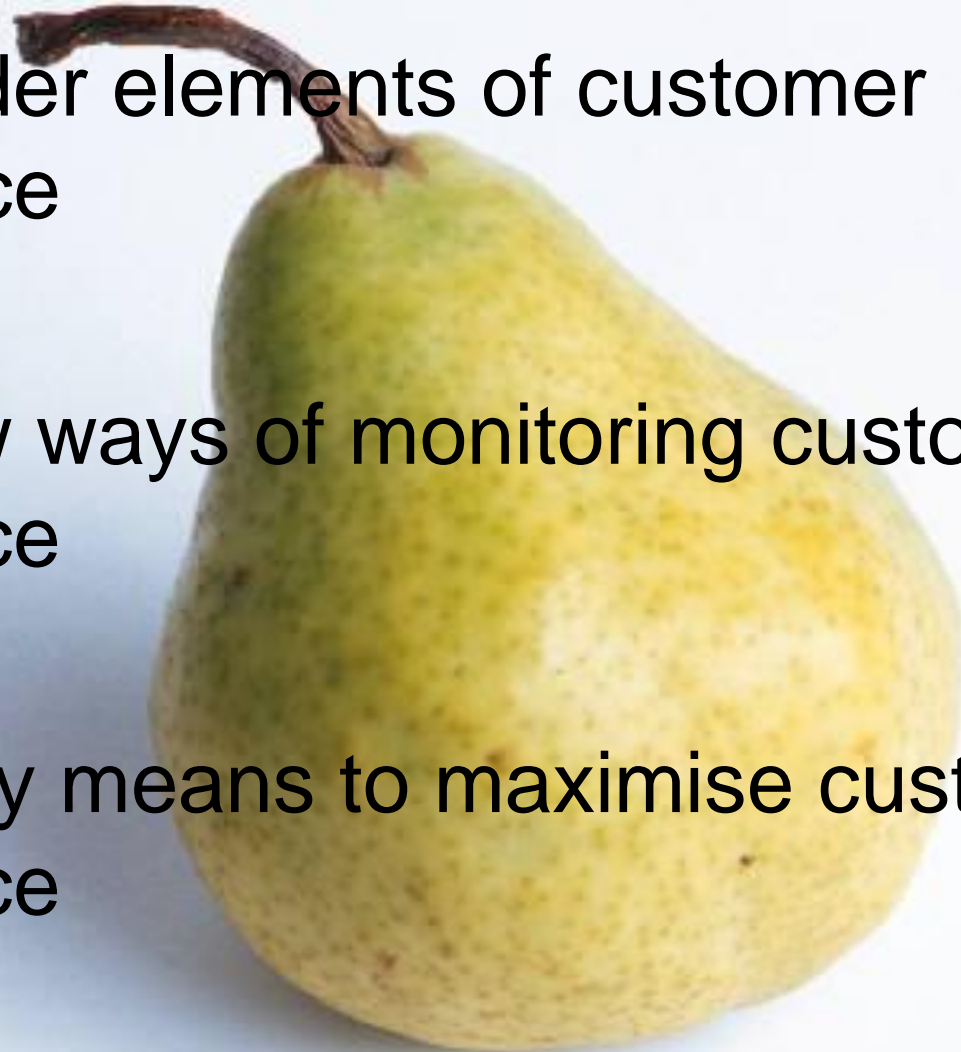
The logo for Glasgow Caledonian University (GCU) features a large, blue, stylized 'C' shape that curves around the left side of the letters 'GCU'. The letters 'GCU' are in a bold, blue, serif font.

**GCU**

Glasgow Caledonian  
University

# Session objectives

- To consider elements of customer experience
- To review ways of monitoring customer experience
- To identify means to maximise customer experience



# Customer Experience

*‘What people really desire are not products, but satisfying experiences. People want products because they want the experience which they hope the products will render’*

(Abbott, 1955 cited in Holbrook, 2006)

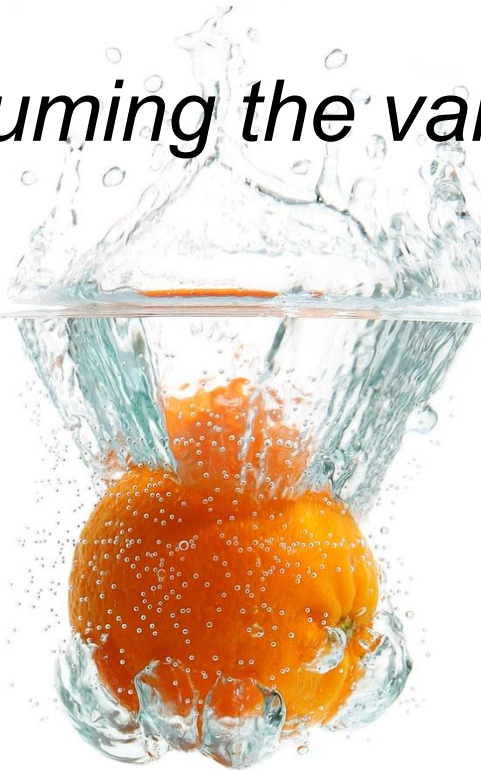


Food is *'an expression of identity and worldviews.'*

(Senauer, 2001)

*'We are consuming the values that food provides.'*

(Nie and Zepeda, 2011)



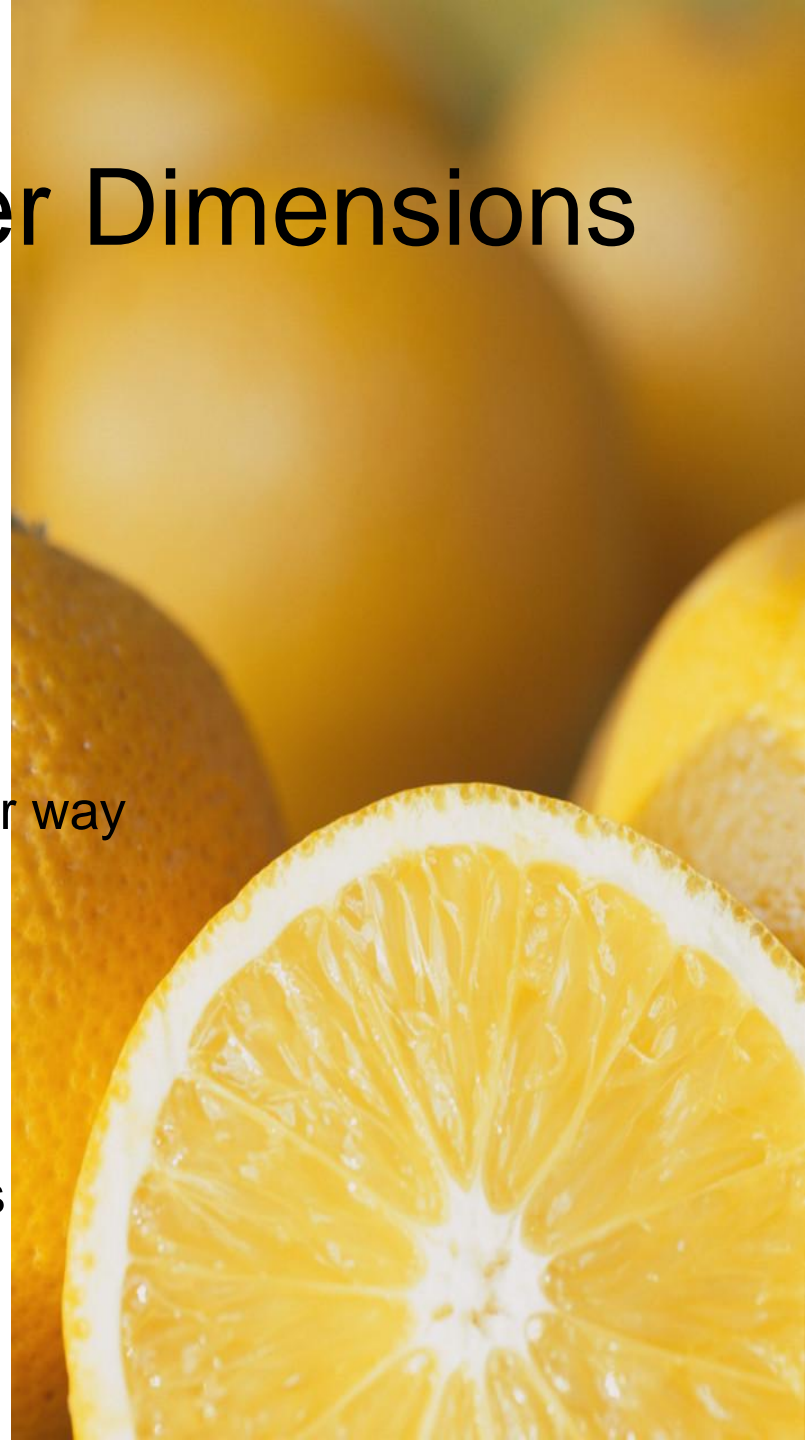
# Consumer Behaviour Research

Target market?



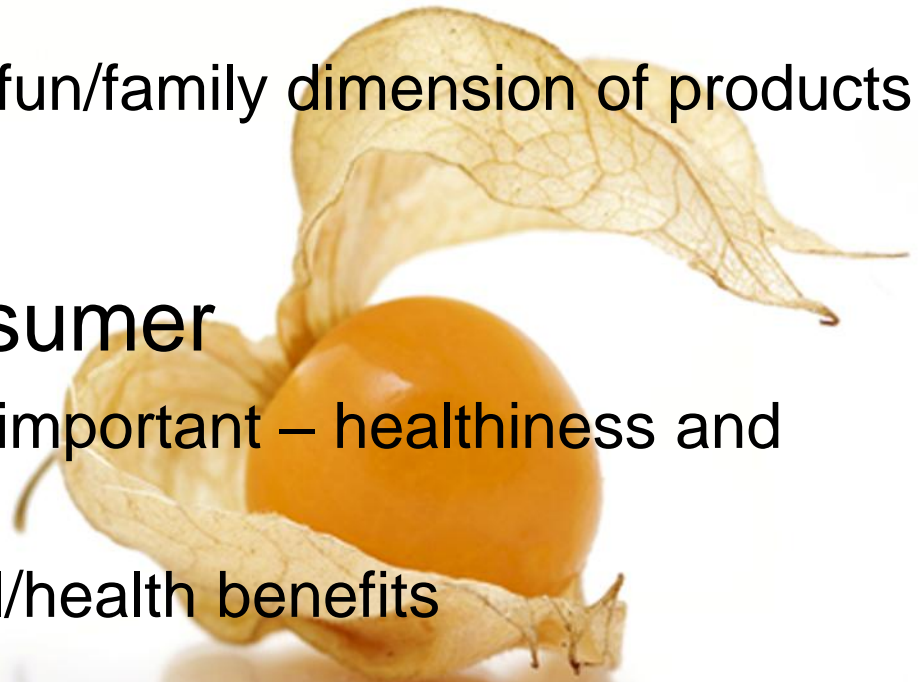
# Measurable Customer Dimensions

- Demography
  - Measurable/classifiable variables
    - Gender, age, life-stage
- Attitudes
  - Predisposition to behave in a particular way
- Behaviour
  - Enactment of attitudes and intentions
    - Purchase decisions, brand choices
    - Quantity/frequency of purchases



# Lifestyle segmentation - example

- **Rational Consumer**
  - Likely to have children, seeks good value nutritious food
  - Potential to promote fun/family dimension of products
- **Adventurous Consumer**
  - Functional elements important – healthiness and freshness.
  - Appeal via ecological/health benefits



- **Careless Consumer**
  - Low health priority, often males with low nutritional diets
  - Potential to promote convenience
- **Conservative unininvolved**
  - Not interested in food
  - Looking for quick easy solutions



(Nie and Zepeda, 2011)

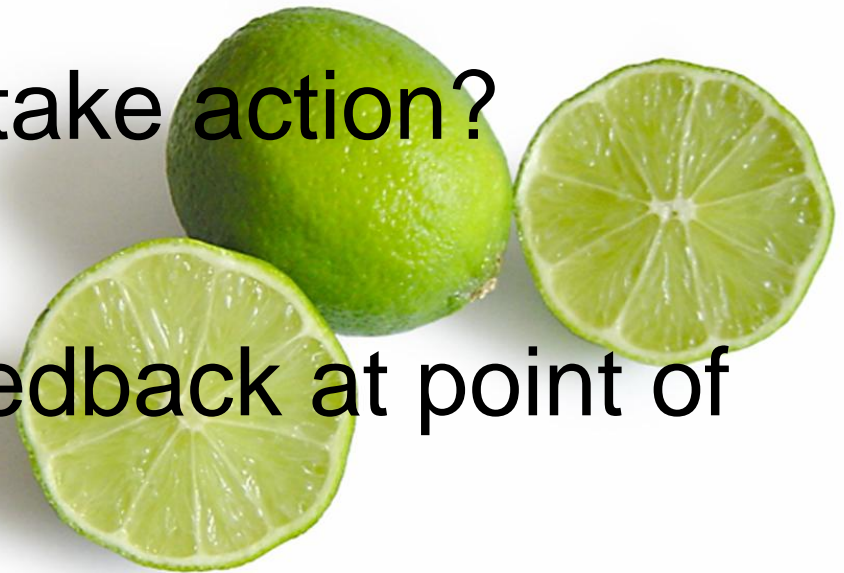
# Monitoring customer experience

- Qualitative approach often more appropriate
- Ensure generation of clear brief
- Degree of formality and detail required?
  - Ethnography
  - Secret shopper
  - Focus group discussion
  - Interviews
  - Suggestion box



# Monitoring customer experience

- Note consumer comments on review sites/social network and respond where appropriate
- Monitor complaints: take action?
- Gather consumer feedback at point of exchange



# Challenges

- Deterioration of consumer trust
- Intrusive techniques unacceptable
- Relationship benefits not always delivered
- Deciding upon appropriate action



A background image showing a splash of water, with white foam and blue-tinted water droplets, creating a dynamic and refreshing visual effect.

# Maximising customer experience

Consider congruence of all the elements of the consumer experience

Stay abreast of consumer trends

## Follow the competition

- Tangible design
- Service benefits
  - Relationships
- Experiential values

# Trends: Mintel June 2011

- Emphasise the experience
- Develop brand personality
- Use guides, reviews and awards to differentiate your offering
- Identity house speciality/unique products (local)
- Appeal to 4/10 consumers who are alienated by complex descriptions of food



# Summary

Customer experience is comprised not only of easily identifiable hedonic factors but also by 'hygiene' factors whose presence in a customer experience may only be noted by their absence...'

(Palmer, 2010)

- Questions?



# References



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