

# Classification of Theater and Customer Experience Management : Restaurants As an Example

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## ABSTRACT

Having highly interpersonal catering trade which is exposed to the characteristic, managing the aspect has already begun to be led and changed into consumer's direction from producers. But serve how about in the course of serving it will be worker, how make customer leave deep and bright impression, and then promote the will that the customer consumes again, it is now consumers lead the important subject of managing aspect. A lot of customers have a dinner and is satisfied with the situation of experience, is similar to theater performance tactics in the drama theory in the catering trade, so this research will use the concept of the theater, to probe into the inspiration factor that the customer of catering trade is satisfied with experience. This study adopts the analytic approach of documents, probe into the drama and talk about relevant documents, gather together the theater type that exactly has defining clearly, purpose and example, analyse the principle that various kinds of theater types follow and perform the tactics. Deriving out can promote the theater principle that the customer of catering trade is satisfied with experience, expect to offer attendants of catering trade one kind to can create, promote the best behavior chance that customers are satisfied with experience. This research adopts the concept of the theory of the theater, while liking to click analysing to gather together from the catering trade and exactly expressing, analysing various kinds of food and beverage situation which accords with four major main theaters, the result of study shows, four major main theaters can accord with various kinds of food and beverage situation, only the food and beverage situation does not accord with four kinds of theaters in ' the customer's secret reconnaissance ', so research this make its independence one, named ' reconnoiter secretly '.

Keywords : drama theory、customer's experience managing、experience economy、experience marketing

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