

Experience marketing and service blueprint in hairdressing industry : a study of subject sequential

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ABSTRACT

To place importance on better customer experience , industry need to provide an unforgettable service in order to survive in the intense competition。 This research is provided by the hairdressing customers of “ Consumption in the salon experience impressive story ” which is analysis by SSIT(Subject Sequential Incidents Technique), the formation of customer service found that many positive and negative impression of the clues. After studying these clues, there are further associated with each of the lines summed up as "model." This study experience of positive and negative stories out of the eight models. Part of the model further divided into: the customers and staff, customers living area and customer innermost feelings three levels to show the influence of experience in customer experience and reason. These models are arranged according to the various stages of hair services to form a “ hairdressing industry service blueprinting. In the use of Subjective view of the customer experience derived service blueprint can have a complete and continuous customer experience , and furthermore the attendant can copy of which experience to avoid make mistakes or no longer to voluntarily deduction !

Keywords : Hairdressing Industry、 Customer Experience Management、 Service Blueprinting

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