

Customer experience and service blueprint in restaurant service : a study of analytic induction meth

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ABSTRACT

The experience economical time approaches, so to create an unforgettable experience for customers depends on the effective blueprint design to deliver service. For an example about the high contacting Food and beverage industry, serves the worker how to design the blueprint of service is through the clue of experience and make the profound impression for the customers. Finally, it is very important that they will visit to expend once more. This reseach is to know the vein clue of the expnse process form experience of the customers. With the subjective sequential incidents technicque, SSIT bring up by Chin-Hsu Chang, Hsin-Hua Chang (2006) analyzes the customer to experience the course. By analysis induction, grasping the customer mood experience extends fully the model and extends the model taking this customer mood as the foundation and the attempt constructs the service blueprint which a customer experiences guides.

Keywords : customer experience management、blueprinting、subjective sequential incidents technique、customer experience

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