

ABSTRACT

With high economic growth, hairdressing in Taiwan has already become a mature and creative industry, which emphasizes both the customization and the differentiation. Its focus has also turned from the early technology-orientated service to now quality-orientated service. People have not just been satisfied purely with accepting a successful hair style provided by the hair salon. At the same time, they are also looking forward to touching experiences. Therefore, enterprises should create more customer experiences and improve their service quality through the service encounter. This study mainly explored the customer encounter and the customer positive experiences of the hairdressing industry. It adopted the way of in-depth interviews to collect the positive stories of the customers which are observed by the hairdressers who work in the workplaces. The context clues technology analysis (Situation-Clue Technique, SCT) was adopted. Through the process of exploring the service encounter, it formed the positive emotional clues of the customers, and also summarized the positive experience clues from the different stages of hairdressing industry. Under the main scheme of real situations, it further connected with the related clues, built the models of situations, and developed the extension of customer positive experiences. This study could provide some references for the hairdressing industry to construct the customer experiences and to train their staffs.

Keywords : Hairdressing Industry、Service Encounter、Customer Experience Management、Situation-Clue Technique

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