

A Study on The Classification Framework of Customer 's Experience Clue : Qualitative Analysis of Positive Consuming Story

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ABSTRACT

Having highly interpersonal restaurant industry which keep in touch the character-istic, the management aspect beginning to be led from producers changes and becomes consumers to lead. But, how to carry on the performance through the stage in the course of serving to serve workers, make customer leave deep impression and create whom will that cus-tomer consume to the doorstep again change very much important. This research adopts the SSIT(Subjective Sequential Incidents Technique, SSIT).Overall experience that the stage that its technology sets up totally follows con-sumers, can mend and catch customer's mood clue in the course of consuming. This research, according to the case of 14 pieces of restaurant industry, build nine which construct out consumers and send the blueprint subjectively, for one respectively, search with decision stage; Second, gate impression stage; Third, enter the door and wait for stage; Fourth, bring the location stage; Fifth, stage after take a seat; Sixth, stage of ordering; Seventh, give meal stage for the first time; Send meal stage in eighth, hav-ing a dinner and follow-up; Ninth, stage of checking out at parting. And find out the stage routes of four theaters(platform theater, matching theater, street theater and im-prove theater).

Keywords : subjective sequential incidents tech-nique ; total customer experience ; clued ; dramaturgical ; customer experience management ; experience economy

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