

A critical examination of service systems' role in implementing customer experience (CX) strategies

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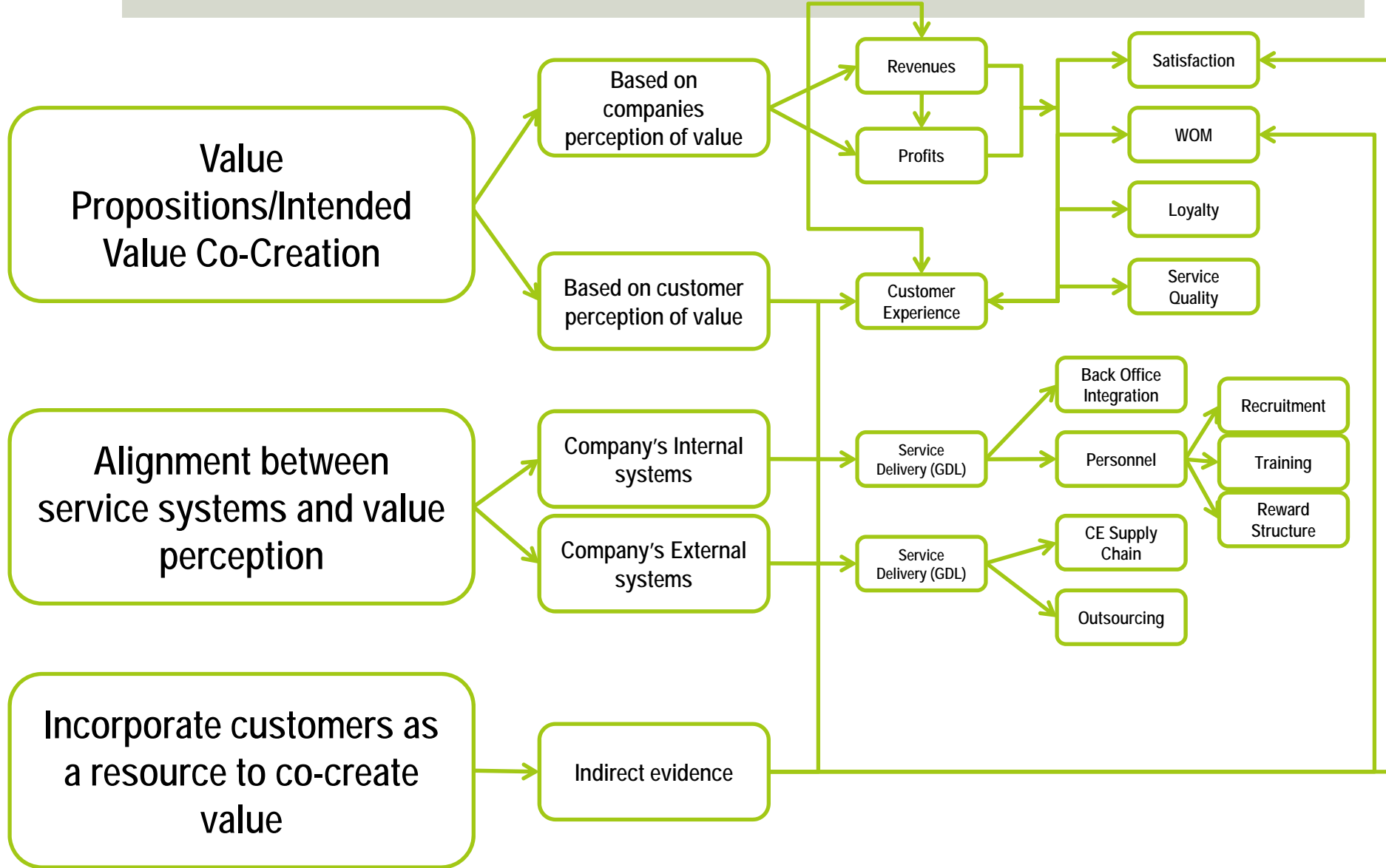
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Exploring the role

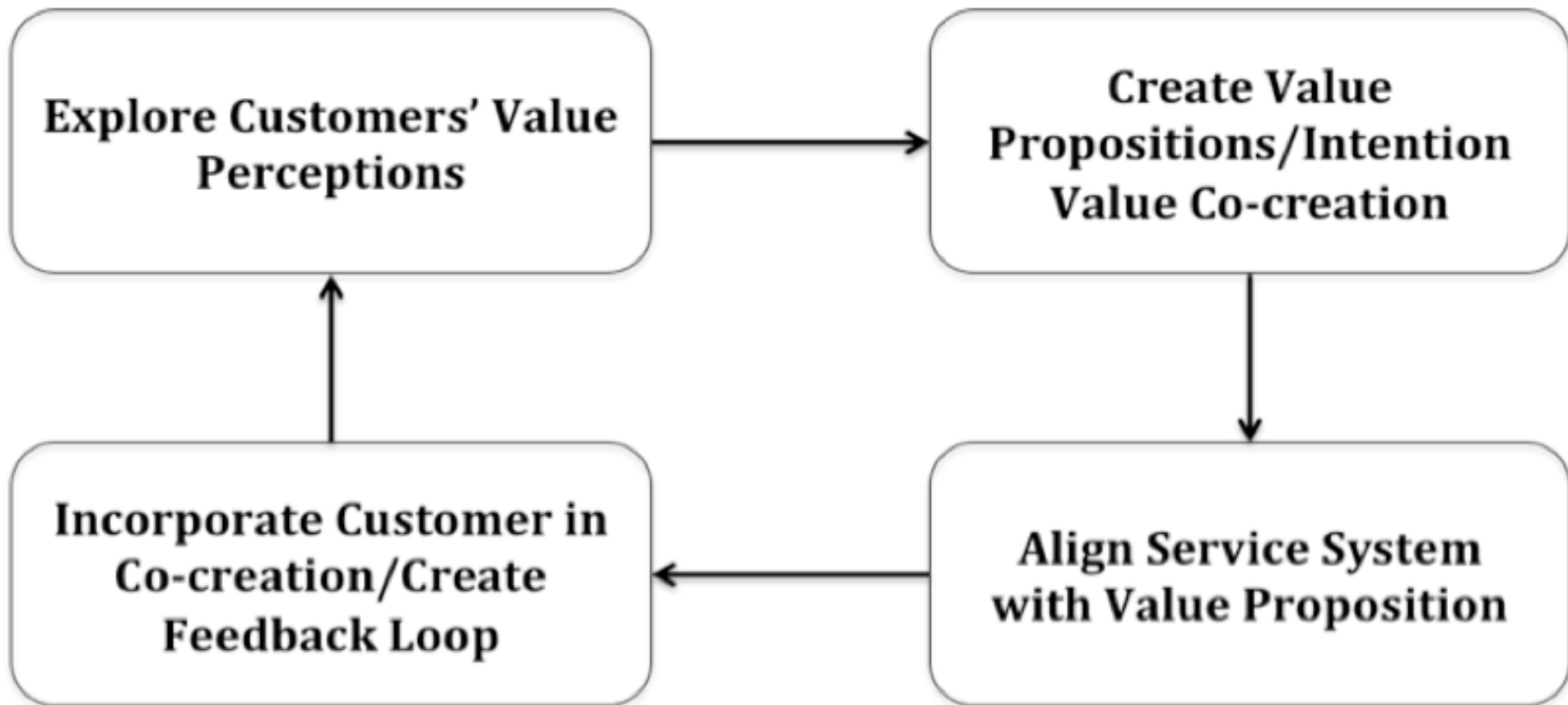
- Qualitative study (n=22)
- CX Managers
- With firm since introduction CX program/average 5.5 years in position/responsible for CX strategy/management/implementation
- Grounded approach using ECT (Klaus, 2013)

Findings

- Value propositions and value determined by firm
- Intended/accidental co-creation
- CX will lead to increase in profitability
- No hard evidence, i.e., "We believe."
- (Aligned) service systems enable CX management
- Firm's viewpoint, e.g. back-office integration, service personnel



Customer Experience Strategy Loop "CXSL"



An illustration...

- Context Italy, financial services
- Use CXSL to create new CX program
- Change management process through EXQ (Klaus and Maklan, 2012; 2013) – measurement-driven
- Increase in CustSat, positive WOM and Share-of-category

Where do we go from here...?

- We want your insight...
- Looking for collaborators
- Contact
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