

Final year students: customer experiences and customer observations

1.0 Introduction

- Some groups will collect customer experiences. Other groups will collect customer observations.
- You will report, as a group in **Week 5**. Please come with a simple summary of the main ideas you have found from your data collection. Prepare – there is a maximum of 4 minutes to communicate your ideas to me.
- We will then discuss these ideas and so improve the way you collect customer information.
- This will support your mid-term assignment

2.0 Customer experiences

- You are going to collect critical incidents (see the book – it has steps).
- These are *your* critical incidents as a customer of the service firm you have chosen (see the mid-term brief).
- You should collect these separately – so each member of the team collects some incidents. You can share your experiences after collecting the information.
- Collection means just that: collecting. Please record your experiences (Chinese may be easiest, first, before translating to English).

3.0 Customer observations

- You are going to act as a mystery shopper (see the book – there is an introduction).
- A mystery shopper needs a guideline (set of preset criteria) to evaluate the experience. Where to get the criteria from?
 - Brainstorming in the group (to arrive at say 10-20 factors)
 - Look for previous research relevant to your chosen firm (e.g., hypermarkets Stanworth 2009 – could be relevant or Parasuraman, Zeithaml and Berry, 1988).
- You need to create a form to record the information. Part of this should include a scale (e.g., happy, neutral, unhappy faces e.g., present, absent etc.). Critical issue – when are you going to *record* the information?

SERVICE MANAGEMENT UNDERGRADUATE
MID-TERM

- Criteria should be agreed in the group. Collection should be separate.