Empowering customers is both exciting and daunting for companies. Customers are becoming more knowledgeable and self-directed, spoiled by richer choices of products, services, channels, and protections. They now have a greater say in terms of who they want to interact with and how to interact with them to meet their objectives, while defining their personal experiences. Hence, it is imperative for firms to identify ways in which they are able to support and influence experiences that are defined by customers. Our exploratory research reveals various forms of value propositions and five associated service employees’ resource integration styles (SERIS) within the financial planning industry, providing rich qualitative insights into how service employees can facilitate customers’ experiences in complex services.

Date: Wednesday, 29 July 2015
Time: 11:00am—12:00pm
Venue: BUSN201 (Case Study Room)
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