

# The Construction of Service-Marketing System based on Customers' Experience

## CONSTRUCTION DU SYSTEME DE SERVICE-MARKETING BASE SUR L'EXPERIENCE DE LA CLIENTELE

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**Abstract:** The final purpose of construction of service-marketing system based on customers' experience is to help the enterprises supply a higher quality service and experiences to the customers so that it will improve the customer profitability and the benefits enterprises got will increase also. From the viewpoint of psychology, experience is a personal need. And it's a good or bad feeling in someone's conscience, when his emotion, physical strength, intelligence and spirit get to some extent. This paper with the starting point on the recognition about experience describes the experience types of consumers and discusses the construction of service-marketing system based on the consumer experience through analyzing the reasons for rising of experience consumption.

**Key words:** Customer experience, Experience, Service factor, Service marketing, Service system

**Résumé:** L'objectif final de la construction du système de service-marketing basé sur l'expérience de la clientèle est d'aider les entreprises à fournir un service de haute qualité et des expériences aux clients de sorte à améliorer la profitabilité de ceux-ci, et ainsi, à augmenter les bénéfices des entreprises. Du point de vue psychologique, l'expérience est un besoin personnel. Et c'est un bon ou mauvais sentiment dans la conscience de quelqu'un, quand ses émotion, force physique, intelligence et esprit atteignent un certain niveau. Cet article, à partir de la reconnaissance de l'expérience, décrit les types de l'expérience des consommateurs et discute la construction du système service-marketing basé sur l'expérience des clients en analysant les raisons de l'augmentation de la consommation d'expérience.

**Mots-Clés:** expérience du client, expérience, facteur de service, service-marketing, système de service

### 1. INTRODUCTION

According to the American scholars B. Joseph Pine II and James H. Gilmore, the times of experience-economy has come, and it will replace the service-economy. In brief, experience is internal reflection based on some stimulus. Any experience is the result of the interaction of someone's thinking and affairs. It is a psychological feeling, which exists in consumer's mind. The others can't feel it expect consumers.

The experience can't be sold as products and services with benefits directly, but it can meet the customers' emotional needs and impulse their motivations of buying products and services. Meanwhile, it can bring

the companies benefits indirectly. Accordingly, it's necessary to discuss the construction of service-marketing system based on customers' experience from the types of customers' experience and experience.

### 2. THE REASONS FOR THE RISING OF EXPERIENCE

With the development of science-technology and the homogeneity of service, the consumers' needs call for the sharing of spirits and specific experience in the process of consumption more than before. The

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consumers not only pay more and more money and time on the entertainment but also have more sense in the process of shopping. The rising of experience consumption is mainly due to the following reasons:

**A, The development of science-technology;**

The development of modern science-technology makes the consumers get more and more new experiences such as interaction games, chatting on net and suppositional circumstances and so on. Specially, with the emergence and development of Internet, it not only supplies consumers the commutative and personal feeling, but also it offer them the ideal technology room to communicate with each other. In future, with the development of technology in every field, it will bring more convenient and special feeling to consumers.

**B, The homogeneity of products and services;**

With the competition is more and more severe, and the speed of information transferring is faster, the products and services are more homogeneous. The differences in products capability, security and reliability are less than before. So do the services. Under this condition, the basis of consumers' decisions on purchasing are not the competition of capability and price, the customer experience become the new core value resources of it.

**C, The promotion of customers' need class;**

Referring to Maslow's the theory of need class, after meeting the low needs, people will pursue to the high need class. With the development of society economy,

the living standard and the quality improved, the consumption need class increases as well. The customers' motive of shopping is not to meet the essential needs any more, but they pay more attention to the satisfaction on minds and psychology. The experiences are the supplier of meet this needs.

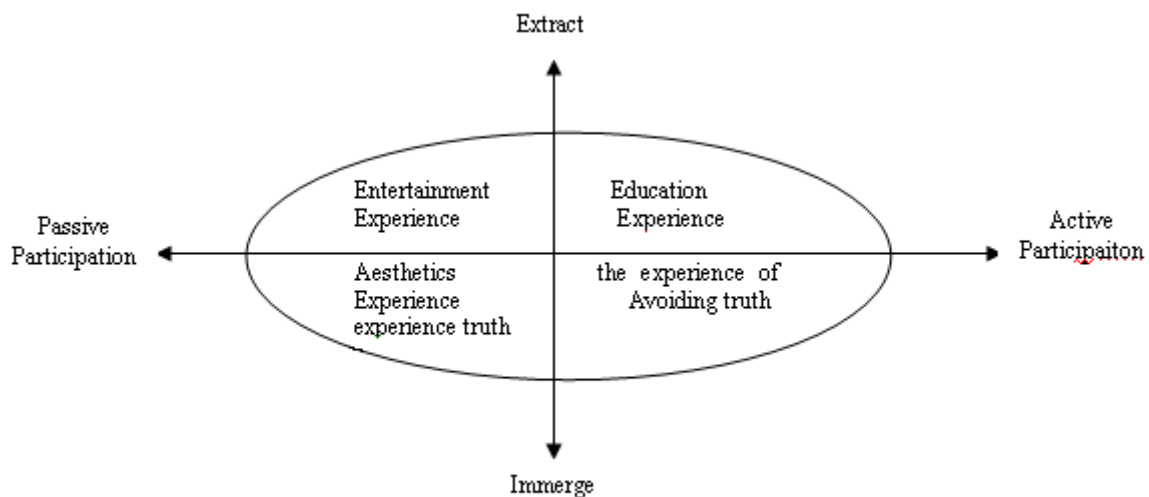
**D, The increasing of customers' free time.**

With the increasing of production efficiency, people have more spare time than before, so they can spend more time on entertainments. The ravel industry can develop with so fast speed mainly because it is a industry supply experiences.

**3. THE TYPES OF CUSTOMERS' EXPERIENCE**

Different scholars have discussed the types of customers' experience from distinct point of views. Overseas, there are some famous assortment methods.

According to B.Joseph Pine II and James H.Gilmore, the experiences have four types: entertainment-experience; education-experience; aesthetics-experience and the experience of avoiding truth. They are combined to form the personal experiences showed as Fig.1.



**Fig.1 The model of experience**

Entertainment-experience is the experience the consumers obtain with their feeling. It is a unilateral activity. The degree of consumers' participation is low such as attending concert and watching football games and so on. The education experience must call for the consumers' active participation in the process because they must obtain the knowledge. For example, the communicational movie not only let the audiences see a film, but also let them understand the process of directing

the film, so it offer a opportunity for the audiences to get the knowledge. The aesthetics experience make individuals under some conditions and they have no influence on the conditions such as visiting the art gallery and enjoying the scenery etc. The experience of avoiding truth is contrary to entertainment-experience, the consumers can actively join in the process of the establishment of this experience. Chatting in Internet and the network games are the good examples.

Refer to Best. H. Smith, the experiences can be divided into five kinds: sense experience; emotion experience; think experience; action experience and

relevancy experience. The five parts are called tactic experience module showed as Tab.1:

**Tab.1 The tactic experience module**

<b>Types</b>	<b>Purpose</b>	<b>Means</b>
Sense experience	Create consumers' feeling	Seeing, hearing, touch, taste and nose
Emotion experience	Tempt the consumers' internal emotion and mood	Build proper ground and supply appropriate stimulus
Think experience	Enlighten the consumers' intelligence and perceive their creation	Arose the consumers' surprise and interest with an innovative method and make them think
Action experience	Conduct the lifestyle and the way of doing	Improve the physical experience and set out the way of doing and living
Relevancy experience	Meet the need of self-improvement and social cognition through above four aspects	Build the preference of product and then form the special social group.

#### 4. THE ANALYSIS OF SERVICE FACTORS BASED ON CUSTOMERS' EXPERIENCE.

The service-marketing system starts from the customer-experience, then carry out the corporation-operation to transfer their concept to customers. The purpose is to make the customers feel it. So the service-marketing system is complicated. Accordingly, we can conclude that the objects are customers, middlemen and suppliers.

Therefore, this paper considers that there are seven service-factors based on customers' experience. They are place, product, participant, process, the emotion of customer-experience, the promises of service and the disposal of complaints. They are the essential factors in customer-experience the enterprise must control.

First, the enterprise should choose a good place and build the scene to make the customers to join in the systems well so as to supply a good service background for the customers. Then the enterprises should certain the setup appropriate to service their customers. Meanwhile, the enterprises should care the customers' movement to know whether the customers' preference changes. Besides the good setup, it's necessary to train the staff well. Specially, those who must face to customers should be trained professional to let them have the good service consciousness so that they can make their customers have good experiences. The enterprises can train their staff by simulation to make them have the ability of supplying the convenient service and solving problems and to improve their abilities to let them care the customers more in order to the customers can obtain the experiences in the process of shopping. Finally, the

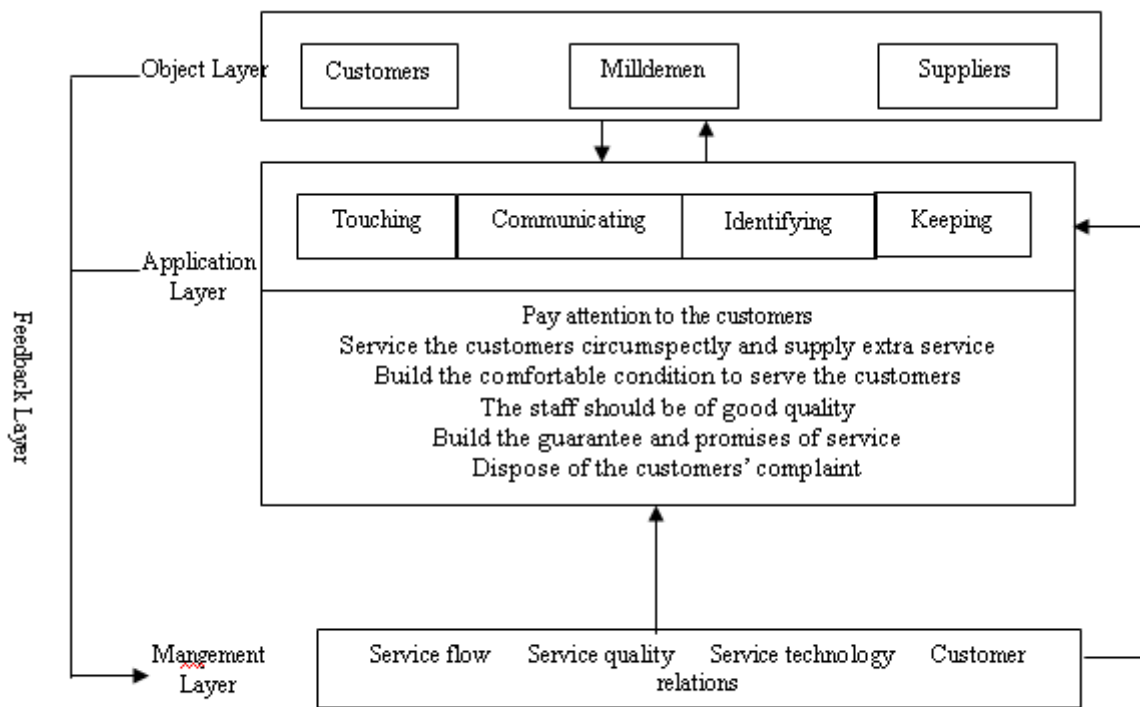
enterprises need to attract the customers through traditional marketing method and others so that the customers can join in the systems better.

In the process of developing the service marketing system, the enterprises can't only depend on these insular factors. They must integrate them together. Compare with these factors, it's more necessary to pay more attention to the linkage of them. It is the guarantee to build the service marketing system.

#### 5. THE CONSTRUCTION OF SERVICE-MARKETING SYSTEM BASED ON CUSTOMERS' EXPERIENCE.

The enterprises realize that it is necessary to construct the service-marketing system. Its purpose is to control, implement and increase the service marketing better. It can help enterprise know how to do and how to control in service marketing based on customers' experience.

Firstly, the construction of service-marketing system based on customers' experience must abide by the following principles: a. Break through the rational hypothesis of consumption and make sure the service-marketing concept of "adding experiences"; b. Analyze the class of service experience and choose properly the direction of upgrade the service; c. Explain the buyers' activity-cycle and create the experience value for customer; d. Strengthen the communication with consumers and manage "reality moment"; e. Fulfill the promises on service and create the customer-satisfaction; f. Establish the corporation culture in staff through entire process.



**Fig.2 The Customer Service Marketing System based on Customers' Experience**

According to the analysis of the service factors based on the customers' experience, we can construct the customer-service-system includes four layers: the object layer, the management layer, the application layer and the feedback layer.

The object layer includes the customers, the middlemen and the suppliers. The major reason of building this system is to service these objects better than before. They can feel the service through this system. If they get a good experience, they will spend more on service and products more than before.

The core of this system is the application layer, because it is the windows the enterprise faces their customers. This layer will inter-touch with the object layer. The customers will feel the service and get the good experience from the application layer, and the staff in the application layer will collect the information from the object layer. The functions of this layer are communicating with the customers, identifying the customers, touching with them and keep them by their best. We can all this part as function part.

Specially, in this layer, the enterprise should cultivate their staff to service customers under above seven factors. They can establish the standard of these factors the staff should abide by. We can call this part standard part. There are some standards the staff should abide by.

**A, Pay attention to the customers**

The staff should realize that "the customers are boss". If they can meet the customers' needs better, the customers will spend more time and money on shopping, then the enterprises will obtain more interest. Then the

staff will get more money. The enterprise should make their staff have the concept of care customers so that the staff would service the customers more honestly.

The most important thing in this layer is to establish the mutual value point. If the enterprise can build a special value point and make the staff accept it, the enterprises carry out below thing easily. The staff will express their emotion to the customers more honestly and will be more enthusiastic.

**B, Service the customers circumspectly and supply extra service.**

The difference in service is less than before. But if we supply more additional service in some extent, the customers will feel more content so that they will get a better experience. Moreover, the enterprises must train their staff supply service timely. We know that the time is the money. If the staff service the customers timely, they will feel comfortable. With the living speed is faster than before, some customers wish to cost more if we supply the service timely.

**C, Build the comfortable condition to serve the customers.**

Maybe the staff will supply a high quality service, but if the condition is not comfortable, it will influence the customers' experience. The enterprise should analyze the customers' preference to make clear what their request on condition. The purpose of building the comfortable condition is to make the customers obtain the good experiences so that the return will increase. The precondition of creating the good situation is to market research.

#### **D, The staff should be of good quality.**

According to the Panasonic & Company, the people will become treasures through training and everyone is of outstanding characters. The enterprise must develop extraordinary characters from a ordinary person. So the enterprises should improve the staff's characters in order to increase the quality of service. The process of trade is the communication among people in the final analysis. So improving the staff's characters is the good way of increasing the quality of service. The enterprise should abide by a principle: respecting the person. And they should spend more time and energy on it. IBM thinks that no matter which position the person in, he or she will be the resource of producing efficiency. So the enterprise should their staff set the think idea and the work style accord with them.

#### **E, Build the guarantee and promises of service**

When the customers join in the systems, the enterprises not only supply good experiences for them, but also should build the guarantee and promises of service. On the one hand, it will make the customers more secure; on the other hand, it is the expression of enterprise culture. Moreover, the guarantee and promise of service will locate the service in person. The staff will be more responsible than before, because the guarantee will monitor them naturally.

#### **F, Dispose of the customers' complaint**

No matter how high quality of service the enterprises can supply, they can't avoid the customers' complaint because of some inevitable factors. Therefore, the enterprises must dispose of these complaints. The ability of disposal of complaints should be cultivated. The attitude and the words the staff must master through training. It becomes a very important thing the enterprise should pay attention to, because many companies neglected the disposal of complaints. The proper disposal of complaints will make the customers have more confidence in the enterprises and will obtain a good experience. The enterprises should avoid losing the customers because of lack of it.

In a word, the control is very important in this layer. And the enterprises should spend more energy on building this layer.

The next one is the management layer which faces the interior of enterprise. It mainly implements the management of service flow, service quality, service technology and customer relations. This layer is also the

base of supplying a high quality service. The management layer not only controls the process of service but also monitors the staff in the application layer. Furthermore, the management layer will get the information from feedback layer to improve their service quality so that attract more customers to join in the system. Concretely, the management will monitor and control the touching, communicating, identifying and keeping the customer i.e. function part. But if there some standards need to be updated, the management will convey their orders to the standard part and instruct them how to do directly.

The last layer is feedback layer. Its function is collecting the customers' information so as to feed them back enterprise to increase the management of interior. From the Fig.2, we can get that the feedback layer will collect the information from the object layer and application layer, then feedback them to the management layer. And then the management should increase their work according to it. Also, the management layer should let the application layer know what they should improve and what problem exist in the process of service. It's the assistant layer in the system. We know that if a good service system wants to make the customers obtain the good experience, they must improve themselves continually. The feedback layer plays this role in the system. The enterprises should exert its effects efficiently.

## **6. CONCLUSIONS**

It has special meaning for enterprises to construct the service system based on customers' experience, because it will supply a suitable way to help the customers obtain the good experiences in order to improve the customers' profitability.

As a whole, the system is a circulation of information. It will accelerate the communication of enterprises and the customers. The execution is very important in building and operating this system. If the enterprises want to obtain good effects, they should spend more time and money on it. They should train their staff roundly. The prime thing is to create a value concept in the enterprise. If the staff's objects accord with the enterprise', they will act abide by the request of enterprises.

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