



Meaningful customer experience insights through manifold data

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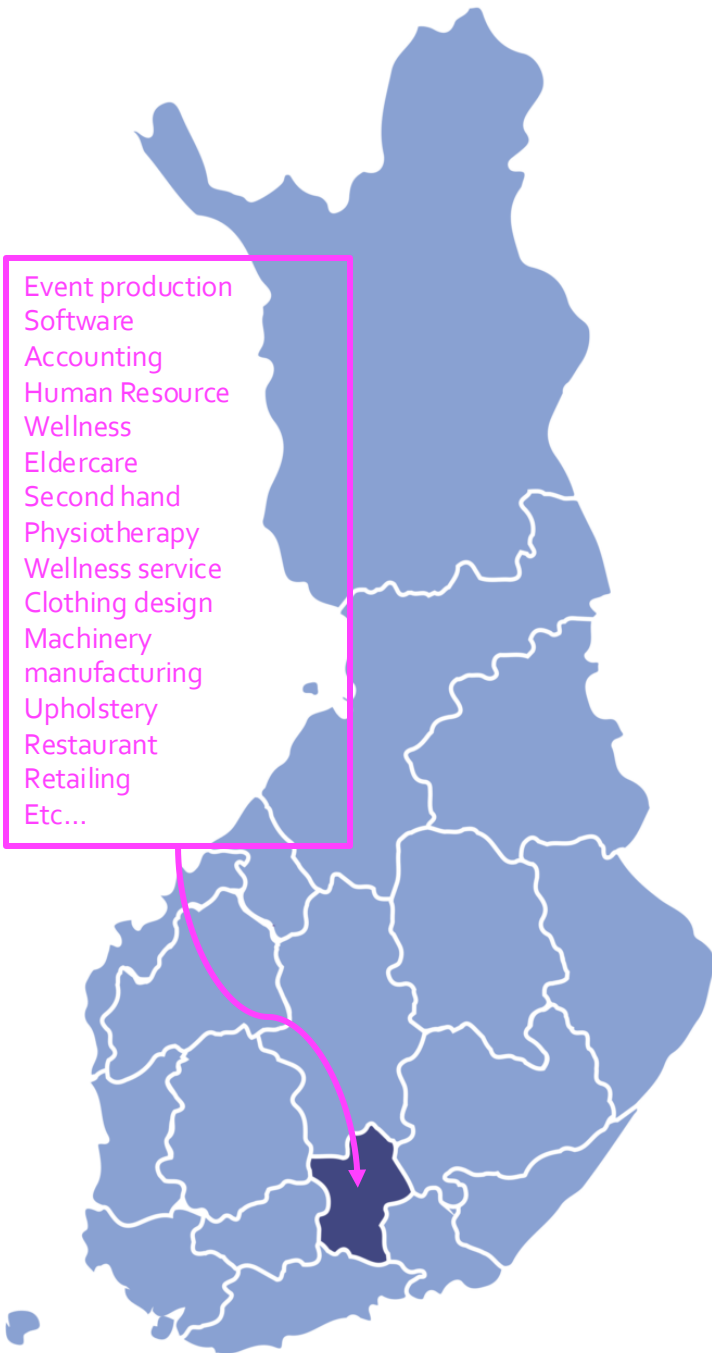


Euroopan unionin
osarahoittama



PÄIJÄT-HÄMEEN LIITTO

 LAB University of
Applied Sciences



Event production
Software
Accounting
Human Resource
Wellness
Eldercare
Second hand
Physiotherapy
Wellness service
Clothing design
Machinery
manufacturing
Upholstery
Restaurant
Retailing
Etc...

Intro

- ASKO (Developed Customer Experience Research Methods) project 1.1.2023-30.6.2025 (EAKR)
- How integrating data analytics and qualitative customer research can improve customer experience insights?
- 25 (5) SMEs from Päijät-Häme region
- Help SMEs to get the insights that really help to develop their business



Presentation structure

- Background
- The need for a positive customer experience
- The definitions and research approaches for CX
- Customer insight as the goal for customer data and information
- Collecting the wholistic CX with customer journey
- Preliminary results

The need for a positive customer experience

- Superior customer experiences helps to outperform competitors
- CX is a necessity and personalization
- CX environments turning into digital complexities
- Change management needed for trust and loyalty



The definitions and research approaches for customer experience

service-dominant logic
experiential marketing
customer research
service marketing
online marketing
service design
branding
retail

- The brand, all the aspects of customer journey / everything that company does to put customer first...
- Becker and Jaakkola (2020) found two research traditions:
 1. examines objective CX as the customer's responses to the concrete stimuli produced by the company along the service path (quantitative)
 2. examines the company's responses to extensive consumption processes, contextual factors and customers' needs (qualitative)
- Service design as a research and development field is situated in the middle of these research approaches, mixing approaches and methods from both ends
 - Omni-channel real-time monitoring and CX development
 - Organize crucial factors of customer journey around the customer needs

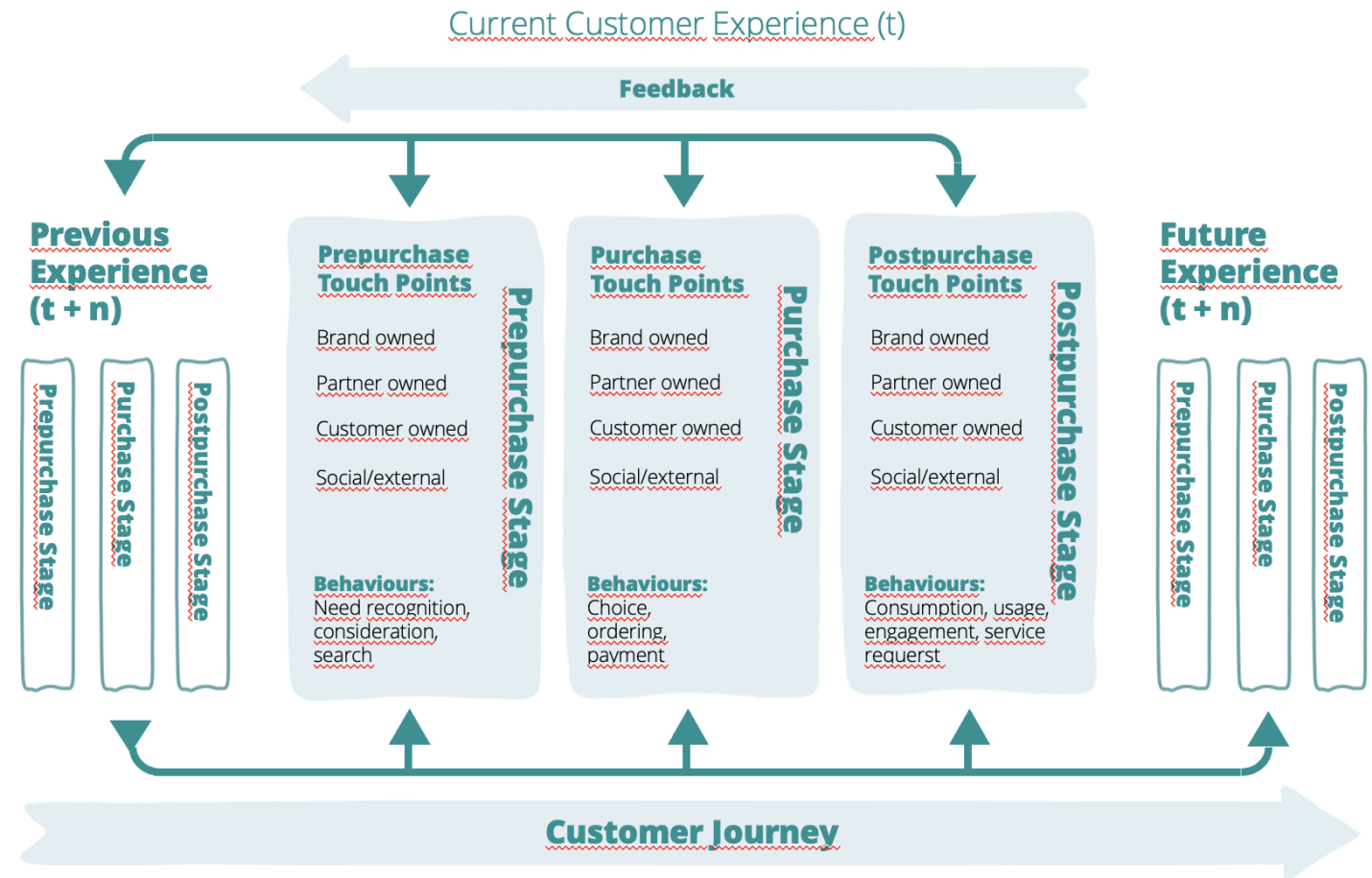
Customer insight as the goal for customer data and information



- Traditional surveys hinder companies to move their experience development into a next level
- Data-analytics offer more possibilities -> CX management becomes complex
- Qualitative user research needed to fill the gaps in understanding meanings, reasons, and values
- How to make a coherent customer insight from rich sources of unstructured data?
- AI helps in monitoring behaviours as journey analytics, and what people really do instead of what they say.

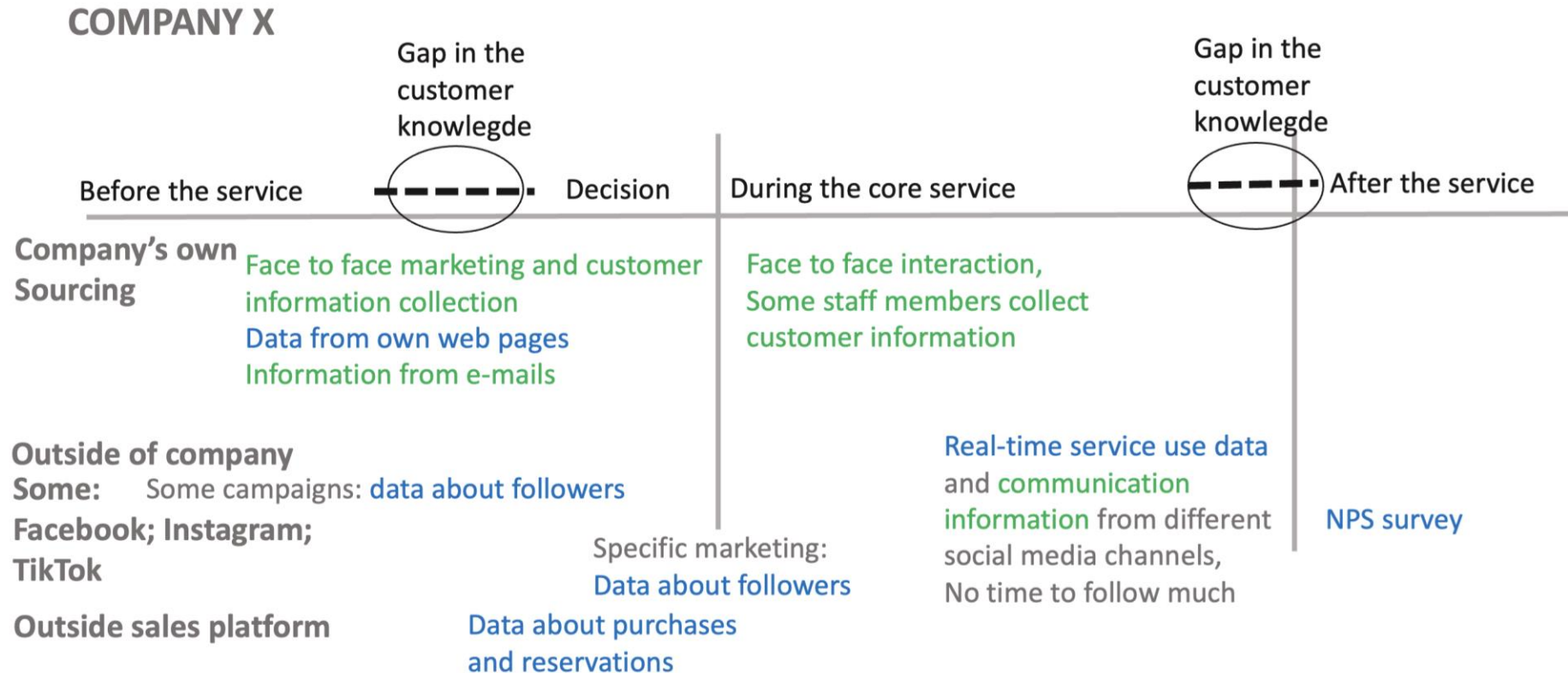
Collecting the wholistic customer experience with customer journey

- Central role of the customer journey in customer experience
- Customer journey=touchpoints=broad perspective
- Necessity to recognize key customer drivers to data follow-up (Sottrup, 2023)

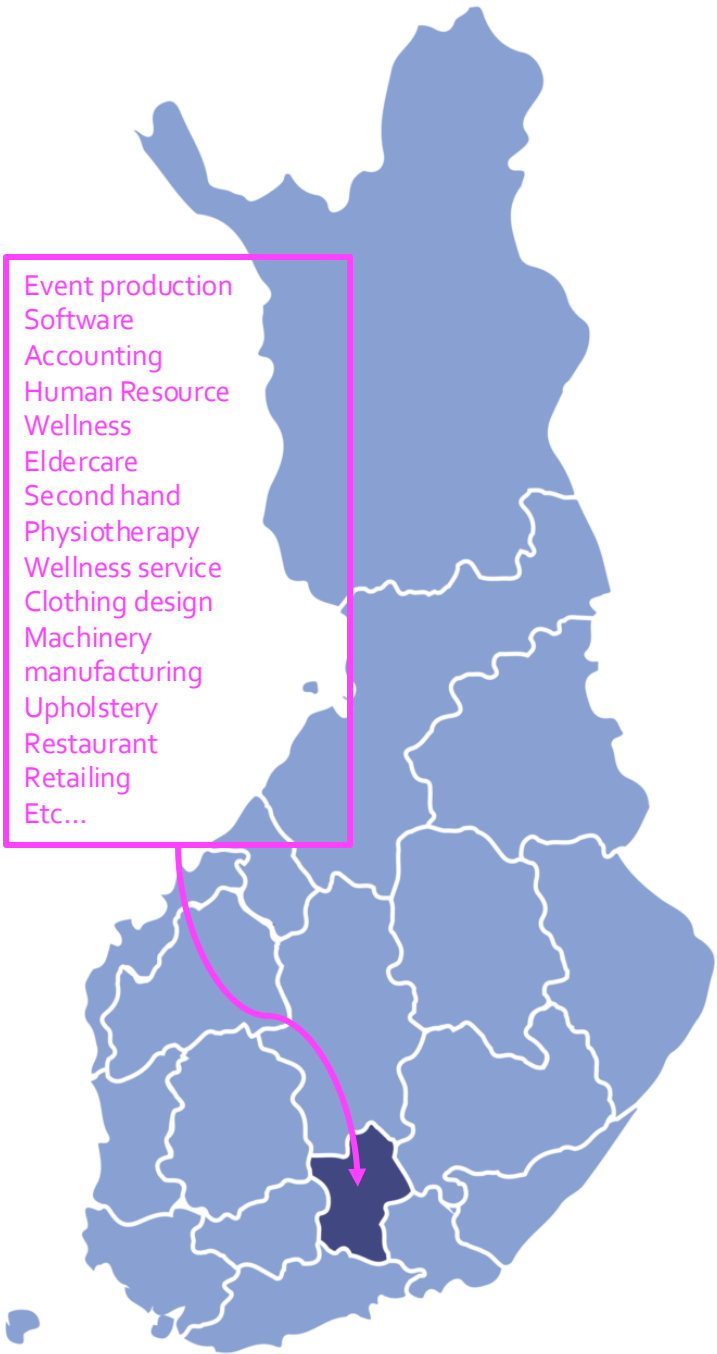


An example of the customer journey (Lemon & al., 2016)

Manifold data through the customer journey



Preliminary results



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- RQ: How integrating data analytics and qualitative customer research can improve customer experience insights?
- Knowledge gaps along the different service moments on the customer journey
- Multiplicity of customer interaction channels hard to source
- Combined insights from data analytics and suitable qualitative customer research can help fill in the gaps in customer understanding
- Customer journey visualisation excellent tool for demonstrating gaps and specifying moments

ASKO impact

- | | |
|---|--|
| • Transforming customer experience data analytics and qualitative customer research into actionable insights
Society, a special issue on | Journal of Design, Business and
Experience Research |
| • Combining data analytics and qualitative customer research for meaningful customer experience insight –Preliminary results | 7 Experiences Summit |
| • Laadullisen asiakastutkimuksen ja yhteissuunnittelun osallistujien hankintatapoja | LAB Pro |
| • Laadullisen asiakastutkimuksen analyysimenetelmiä | LAB Pro |
| • Yhdessä asiakkaiden kanssa asiakaskokemusta kehittämässä | LAB Pro |
| • Muotoiluetsnografia asiakaskokemuksen kehittämisen keinona | LAB Pro |
| • Laadulliset haastattelut asiakaskokemustiedon lähteenä | LAB Pro |
| • Itseraportointi laadullisen asiakastiedon keräämisen välineenä | LAB Pro |
| • Kokonaisvaltaisen asiakaskokemuksen mallit laadullisen asiakastutkimuksen välineenä | LAB Pro |
| • Tunteet, assosiaatiot ja merkitysketjut asiakastutkimuksen kohteena | LAB Pro |
| • Kategorisointi ja mentaalit mallit asiakastutkimuksen kohteena | LAB Pro |
| • Concept and general conceptual features of customer experience | LAB RDI journal |
| • Digitaalinen asiakaskokemus ja sen johtaminen | LAB RDI journal |
| • Thesis: Tikettijärjestelmä: avulias kollega - tulevaisuuden asiakaspalvelija? | LAB Focus |
| • Tikettijärjestelmän merkitys ongelman ratkaisussa ja asiakaskokemuksen kehittämisessä | Thesis (YAMK) |
| • ... | |