

Service Fascination

Gaining Competitive Advantage through Experiential Self-Service Systems

Ladenpreis: 93,49EUR

ISBN: 978-3-658-11672-9

Auflage: 1st ed. 2016

Verlag: Springer Fachmedien Wiesbaden GmbH, Springer Gabler

Erscheinungsdatum: 16.12.2015

Autoren: Zigel Christian

WEITERE INFORMATIONEN UND BESTELLUNG

<https://shop.lexisnexis.at/service-fascination-9783658116729.html>

Details

Christian Zigel presents a new way of innovating, measuring, and improving self-service systems for retail environments in the context of Customer Experience Management. He shows that technology is used to evoke positive emotions during the shopping experience to not only satisfy the consumer, but also to stimulate fascination for brands and their products. The author's findings illustrate that a customer's experience with a brand is not only determined by the products themselves, but rather by a combination of multiple experiences. Whilst there has been a notable rise in the number of sales channels, the ability to differentiate from competitors is still strongest where the brands have most influence: The physical point of sale.

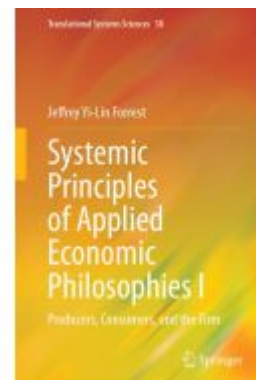
Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



Contemporary Issues in Finance,
Investment and Banking in Malaysia
Ladenpreis: 153,99EUR



Translating and Incorporating American
Management Thought into Japan
Ladenpreis: 109,99EUR



Systemic Principles of Applied Economic
Philosophies I
Ladenpreis: 142,99EUR



Droht das Ende der Experten?
Ladenpreis: 25,60EUR



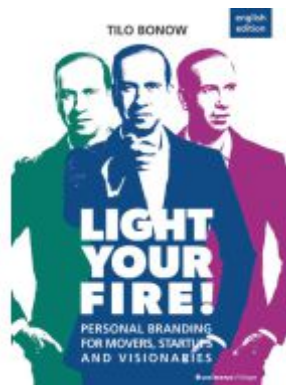
Die KI-Roadmap
Ladenpreis: 36,00EUR



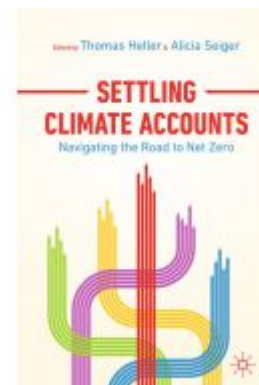
Annual Multimedia 2023
Ladenpreis: 81,30EUR



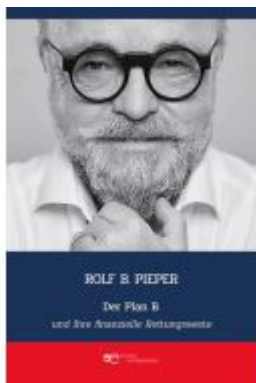
Exzellente Teams
Ladenpreis: 25,70EUR



Light your Fire!
Ladenpreis: 36,00EUR



Settling Climate Accounts
Ladenpreis: 65,99EUR



DER PLAN B UND IHRE FINANZIELLE
RETTUNGSWESTE
Ladenpreis: 20,10EUR