



Marketing e-Newsletter

■ Send to a Colleague

October 31, 2009

## ■ Managing Customer Experiences

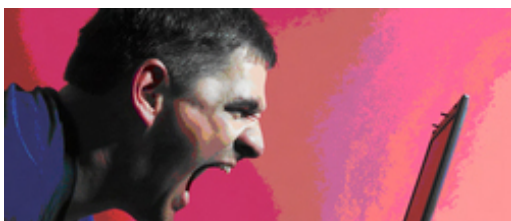
I have to admit that I was never really interested in the academic and managerial discussion around "Managing Customer



Experiences". This has completely changed this month when I had to design and deliver a session on this topic during IMD's [Orchestrating Winning Performance](#) program. The reason for my previous lack of interest was largely due to the bestselling book on this topic by Pine and Gilmore (see link). In my opinion, their book was focusing too much on "extraordinary" events such as birthday parties and trips to Disney Land. My session on "Managing Customer Experiences" took a very different perspective by focusing on "ordinary" events, such as waiting in line, or going to the doctor. Luckily enough, I had the pleasure to discuss this with my friend Professor Bob Johnston at the [University of Warwick](#). When discussing customer experiences with firms, he asks the manager a simple question: Do you, as a management team, have agreed on a list of emotions your customers go through during this experience? So I ask you the same question and provide a list of emotions you may use to explore (see below).

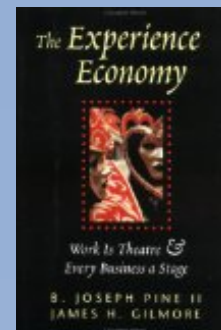
Kind regards  
Stefan Michel

## ■ List of emotions by Parrott 2001



## BOOKS

### Experience Economy



The Experience Economy: Work Is Theater & Every Business a Stage by B. Joseph Pine and James H. Gilmore.

### Service Operations Management (Johnston/Clark)



Service Operations Management is an invaluable guide to students and managers confronting operational issues in service management, whether from a general management perspective or focused in specific sectors, such as tourism and leisure or business services. This book is ideal for undergraduates, postgraduates or executives wishing to gain a deeper understanding of managing service operations and improving service delivery.



Download the full list [here](#).

## QUICKLINKS

<http://experiencematters.wordpress.com/>

### ■ Maintaining the customer experience



Stinting on customer service is a common and sometimes costly response to tough economic times. By managing the customer

experience more rigorously, companies can maintain quality while still saving money.

Read this McKinsey Quarterly article [here](#)

IMD is ranked number one worldwide in executive education (Financial Times, 2008). IMD's MBA is ranked first worldwide (The Economist, 2008).

### ■ Love actually



In this scene from the movie "Love Actually" Karen (Emma Thompson) and Harry (Alan Rickman) go shopping. While she does the boring stuff for her mothers, he keeps himself occupied.

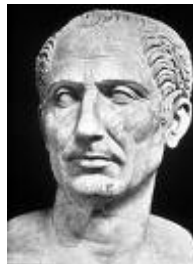
This is a great scene of a good yet very bad customer experience, provided by the sales clerk (Rowan

Atkinson).

### ■ Latin for Managers, Lesson 3

"Motorolus interruptus."

"Hold on, I'm going into a tunnel."



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