

Service Customers are Detectives

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Customers always have an
experience when they interact
with an organization.
They cannot avoid one.



Customers consciously and unconsciously filter a barrage of clues and organize them into a set of impressions -- some rational, some emotional.



Each clue carries a message.
The absence of clues also carries a message.

The composite of clues creates the total experience.



Functional Clues

Clues emitted by the functionality
of the good or service.



Mechanic Clues

Clues emitted by stimuli
associated with things --
sights, smells, sounds, textures.

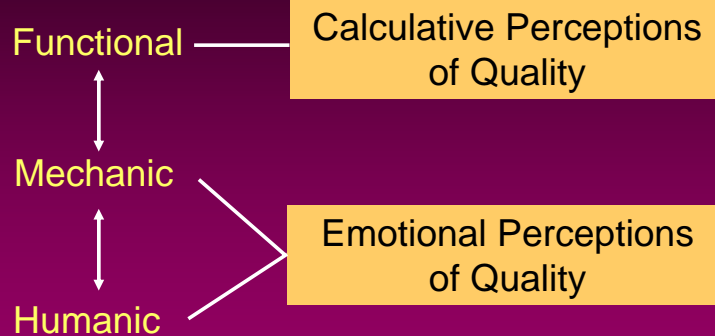


Humanic Clues

Clues emitted by stimuli associated with people -- choice of words, tone of voice, level of enthusiasm, appearance, body language.



Clue Categories



Clue Categories

Educational Setting

Functional →

Instructor shows up; class begins on time;
material presented is accurate;
A-V system is operational.

Mechanic →

Classroom somewhat littered;
seats uncomfortable; A-V equipment modern;
carpet stained and discolored.

Humanic →

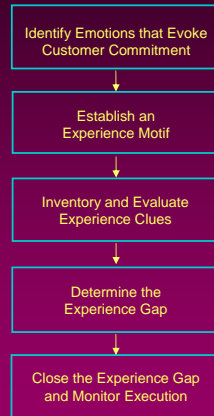
Instructor wearing jeans and tennis shoes;
seems mildly interested in teaching this class;
condescending in answering a student's question.



Excellent mechanic clues
generally cannot overcome
poor humanic clues.



Experience Auditing Steps



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Experience Quality Management



Westin Hotel's Heavenly Bed[®]



University Hospital's Emergency Room



Deluxe Corporation Bank Office Experience Design

- “Just Like Home” (humanic clue)
- “Stand Up” (humanic clue)
- “The Approach” (humanic clue)
- “120-Second Self-Portrait” (humanic clue)
- “Desk Connectors” (mechanic clue)
- “Engagement Map” (mechanic clue)
- “The Flip” (humanic clue)



The Toilet Paper Wars









Orchestrating the
Customer Experience –
Fertile Ground for Future Research



Thank You

