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    Autore   Zagel Christian

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                         Experiential Self-Service Systems / / by Christian Zagel

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    Nota di contenuto   Intro; Contents; List of Figures; List of Tables; List of Abbreviations;
                         Chapter 1 Introduction; Chapter 2 Conceptual Foundations; Chapter 3
                         Service Fascination; Chapter 4 Experiential Self-Service Systems;
                         Chapter 5 Conclusion; Bibliography; Appendix; 1.1 Motivation; 1.2
                         Objective and Methodology; 1.3 Related Research; 1.4 Research
                         Questions; 1.5 Research Design; 1.6 Structure; 2.1 Objective and
                         Methodology; 2.2 Services Science; 2.3 Human-Computer Interaction;
                         2.4 Customer Experience Management; 2.5 Interim Conclusion; 3.1
                         Objective and Methodology; 3.2 Engineering Model
                         3.3 Evaluation Model3.4 Interim Conclusion; 4.1 Objective and
                         Methodology; 4.2 Context Analysis; 4.3 Interactive Shopping Window;
                         4.4 Low-Cost Body Scanner; 4.5 Product Experience Wall; 4.6
                         Interactive Fitting Room; 4.7 Social Mirror; 4.8 Interim Conclusion; 5.1
                         Summary; 5.2 Research Results; 5.3 Implications for Future Research;
                         A.1 Service Fascination Questionnaire - German Version; A.2
                         Experiential Design Questionnaire - German Version; 2.2.1 Definition;

Sommario/riassunto	Christian Zagel 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. Contents • Human-Computer Interaction • Customer Experience Management • Service Fascination • Experiential Self-Service Systems Target Groups • Researchers and students in the field of economics with a focus on information systems, informatics, marketing, system design, and human-computer interaction • Practitioners in commerce, marketing, customer experience management, innovation management, and retail environments The Author Dr. Christian Zagel is a postdoctoral researcher at the Chair of Information Systems (Prof. Dr. Freimut Bodendorf) at the Friedrich-Alexander-University Erlangen-Nuremberg. ;.