

Customer Relationship Check-Up of Advice Support Systems

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Why do you need it?

More and more banks use modern IT tools to support their frontline employees at advice giving. However, the influence of IT on the process of relationship building remains unclear. A sustainable customer binding is a central factor in a successful service offering of financial institutions. Episodes of advice giving in face-to-face encounters play a tremendous role in establishing and upholding the customer relationship. Clearly, developing and including IT in advice giving is a risky endeavor and shall be considered with the best care and attention.

Already in 2008, our early research indicated that even well conceptualized and designed IT would not find its way into the advice encounters, as the advisors feared its intrusive character. They expected that an advice support system might impede the interpersonal level of communication. They also were afraid of situations, in which their strategies for relating with customers would fail due to the prominence of IT. During advice giving, a successful communication shall reduce the knowledge asymmetry between the advisor and the customer, while enabling for value co-creation experience to emerge. Collaboration between the involved parties aims at solving the problem of the client and, simultaneously, at fulfilling the goals of the organization represented by the advisor. This sets the ground for a mutual relationship lasting beyond the advisory session.

While the IT as a whole influences the relationship building processes throughout the advice, so do particular design choices, such as interaction paradigms or visual metaphors. Our previous research in the area of banking advice shows that particular design decisions influ-

ence eye contact between the involved parties, their vocal participation, and even the structure of conversations. Moreover, results presented in related fields, like health advice, suggest that interaction metaphors implemented in the advice support systems may significantly hamper the emergence of interpersonal relationship in medical conversations.

To better understand of how advice support systems influence the interpersonal communication and the relationship building, we created a comprehensive, procedure-oriented check-up applicable to IT systems designed for face-to-face banking advice, in development or in use.

What do you get?

You shall consider our customer relationship check-up, if sustainable client binding and successful communication belong to your service-offering concept. The procedure consists of several steps and, in its fully-fledged variant, includes focused inspection of the IT design, as well as observations on how it is used in the advice. Reduced package options are available. We are researchers, which means you can expect scientifically motivated and rigorously conducted work. In our team, we managed to combine competencies from the fields of advice support systems, linguistics, and human-computer interaction, to answer the above questions.

The check-up at a glance

1

- We analyze your advice support system and identify dominant interaction paradigms

2

- We conduct experiments to observe the use of the advice tool in a realistic situation and collect relevant data

3

- We apply multimodal analysis to the data and assess the relevant communication quality features

4

- We link the results of our analysis to the identified design elements and assess the overall influence of the IT on the customer relationship

With our check-up, your company will get an exclusive picture on the potential and drawbacks of the IT used in the advice and its influence on the customer relationship building. Due to our experience on advice support system, we can further assist your company at developing modern solutions that improve the quality of communication in personal service encounters.



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