

ExperienceFellow - Research customer experience

Background: Why customer experience matters

In times of social media customer experience is becoming a crucial competitive advantage for any kind of enterprise. Through the quick distribution on platforms like Facebook, a negative experience can cause enormous harm within a short period of time. At the same time a positive experience can lead to loyalty and recommendation. Customer experience is an individual process and we need new methods to better understand and actively form these experiences. These methods need to go beyond classical customer satisfaction studies: commonly customers nowadays record their experiences not just online, but also mobile; e.g. by evaluating a hotel on the smartphone already during the hotel stay.

Approach: Qualitative Research instead of quantitative surveys

Market research mostly still concentrates on classical approaches like surveys or interviews - or adapts these methods to digital media at best. However, also online or mobile surveys do not really succeed in adapting new technologies. Modern customer analysis must be not just mobile, but also give the customers more freedom to document and evaluate their experiences with a product or a service from a holistic perspective.

Method: Mobile Ethnography

Mobile ethnography is an innovative method to capture customer experience in a customer-centric and holistic way. Customers experience products or services as a process similar to a movie. The story is translated into sequences in which customers experience interactions with various stakeholders. This is what is called a customer journey.

Smartphone and web-based software: How does it work?

ExperienceFellow combines mobile apps for iPhone and Android as a documentation tool for end consumers (free of charge) with a powerful web-based software for enterprises and researchers (e.g. service or product providers, market researchers). This system allows to easily and quickly capture customer-centric information along the whole customer journey. The tool is suitable for evaluation of customer experience of products and services throughout all industries. Also large and small events as well as internal processes like trainings of new employees are an ideal use case for ExperienceFellow.

Motivated by incentives customers can document their experiences with a brand, a product or a service with the mobile app ExperienceFellow. It works like an individual self-structured diary: the app allows customers but also other stakeholders to capture each moment, rate it on a 5-point scale and enrich their documented experiences with pictures, videos, and text on their own smartphone. Each of those moments furthermore includes meta information like time and GPS position. Depending on the selected settings customers can either participate anonymously or are asked for a demographic profile - which can be tailored to individual project needs. All data is uploaded encrypted and stored on a secure private server.

Everything in the browser: analysis of customer experience

Besides the mobile app for capturing customer's experiences with their own mobile device the web-based software is the centrepiece of ExperienceFellow. It allows entrepreneurs and researchers to aggregate, analyze and export the captured data. Incoming data can be viewed in real-time, which gives entrepreneurs and researchers the opportunity to quickly react to critical situations. Data can be visualized as single or aggregated customer journeys and includes date, time, and GPS location. The latter allows visualization on an interactive map. By aggregation of various customer journeys, positive as well as negative experience clusters can be identified on a map. With these tools at hand, organizations can see or even anticipate which customer expectations have not been met - and have the chance to intervene immediately.

All captured data can be exported and printed as high-definition PDF in order to use them for innovation workshops or internal meetings. Furthermore an export as CSV- or excel-file is possible for further quantitative or qualitative analysis.

From successful academic research to a growing start-up

ExperienceFellow is a start-up based in Innsbruck/Austria. Software and method are founded on long-term research (since 2008) including international research projects conducted all over Europe. The founders Marc Stickdorn and Jakob Schneider have been working in the field of Service Design for years and published the bestselling business book „This is Service Design Thinking“ in 2010. Furthermore they published a vast number of academic publications on the topic of mobile ethnography as an innovation approach in qualitative research. Their publications won various design and best paper awards and their work has received considerable international attention; they spoke at conferences from Australia to the Academy of Management Conference in the USA. In 2013 they founded ExperienceFellow as a start-up and academic spin-off together with mohemian ventures GmbH & Co KG and Management Center Innsbruck. ExperienceFellow is available as Software-as-a-Service solution since March 2015.

Contact: Birgit Bosio | Marketing & Sales | birgit@experiencefellow.com | www.experiencefellow.com