

Proposed model of Kansei Engineering and Kano incorporating Customer Relationship Management for service excellence

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ABSTRACT

Kansei Engineering has been applied extensively in product and service designs. With regard to customer emotional needs and service performance, a need of integrating Kansei Engineering and Kano model incorporating customer relationship management is of highly expected. This study provides an integrative model of Kansei Engineering and Kano taking into account customer relationship management program. A case study on supermarket services has been conducted to show the applicability of the proposed model. Theoretically, this study gives a contribution to human factors engineering and quality management taking into account emotional needs. Practically, it provides a guideline for service managers in formulating initiative improvement to fulfill customer emotional satisfaction.

KEYWORDS

Kansei Engineering; Kano model; customer relationship management; services.

INTRODUCTION

Apart from physical product experience and interaction, customers and users also interact with services. Service providers offer both physical and non-physical stuffs in order to fulfill what their customers want. Since today's trends are on hedonism, individuality and pleasure (Helander and Khalid, 2006), it is a big challenge for service producers and designers to provide service attributes with regard to those self-impressive and more-individualized emotional needs (Hartono et al., 2013). In terms of business orientation, in achieving more relatively everlasting experience between customers and services, a service provider should understand and know how to treat customer emotions well. To satisfy customers is not sufficient, since it will not last longer. Thus, for long-term business orientation, it is a challenge for service companies to delight their customers (Yang, 2011). Good quality products and services are not sufficient as well to win market competition. Rather, those who consider customer feelings and emotions will sell (Nagamachi and Lokman, 2011). Delighted experiences mean that it is total customer satisfaction; it moves beyond satisfaction (Schneider and Bowen, 1999). Moreover, focusing on desired service attributes in fulfilling unexpected needs will generate customer delights (Yang, 2011). Kano et al (1984) pointed out that particular desired service attributes to be attractive needs.

The role of human factors in service design and quality field is about the interaction between customer and service offerings. More specifically, it is known as service encounterings (Falzon, 2000). Drury (2003) highlighted that interface design, error free services, maximizing operator well-being and function allocation can become potential fields of how human factors engineering can contribute. Inherently, human factors has a concern with human well-being applied to both the customer and the employee in service and product experiences. With regard to service encounter and human factors, it deals more with a complex affective process (Norman, 2004). In Japanese, it is called Kansei. To give qualitative and quantitative understanding about customer emotional needs and responses during product and service experiences, Kansei Engineering (KE) has been intensively used. Apart from product design and development, KE application has been extended into services (see Nagamachi and Lokman, 2011; Hartono and Tan, 2011; Hartono, 2012). Related to customer retention and loyalty, the application of KE is relatively unexplored (Hartono and Meitha, 2013). Thus, with regard to customer delighted emotional needs and customer retention, an initiative model of KE, Kano and CRM is proposed, taking into account a real case study.

This paper is structured as follows. Following the introduction, a brief literature review on human factors in services, KE, and service quality tools will be presented. Then, it will present a proposed model and a case study, and analysis and discussion. At the final part will be conclusion and future research recommendation.