

Assessing Service Encounters with Frontline Employees by Text Mining

Prof. Dr. Thorsten Teichert
Universität Hamburg
Chair of Marketing and Innovation (CMI) ·
Raum 3077 · Von-Melle-Park 5 · D-20146 Hamburg ·
<http://www.wiso.uni-hamburg.de/cmi/>
thorsten.teichert@uni-hamburg.de

Abstract: Text mining user-generated content is an emerging tool to scientifically derive large-scale consumer insights. Previous research focused on analyses of tangible product attributes and physical product design, whereas different personal interactions in complex service encounters with dedicated frontline employees have not yet been investigated thoroughly. This contrasts starkly with the practical importance of customer-employee service encounters in experiential settings, such as hotels. We thus investigate how researchers can utilize text mining to assess service encounters with frontline personnel more efficiently using an actor, action, and effect analysis. As an application case, we used 73,110 online reviews by international tourists to China to evaluate consumers' perspectives on service encounters with frontline hotel employees and their actions leading to customer satisfaction. Collating text mining at the sentence level and multivariate statistics has revealed distinct factors that characterize consumers' perspectives on service encounters with different types of front-office employees. The method can be applied in different industries to investigate the effects of frontline employee-driven service attributes on consumer experiences.