

The Power of Senses

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Propositions belonging to this Dissertation

The Power of Senses: Unraveling Multisensory Customer Service Experiences

by Susan Stead

1. Only when the sensory dimension of customer service experience (CSE) is understood, we can infer the influence of the other four dimensions: physical, social, cognitive and affective and derive at a holistic understanding. *[Manuscript 1; Manuscript 3]*
2. Tackling complex research phenomena such as CSE requires multidisciplinary, integrative research perspectives that move beyond disciplinary silos. *[Manuscript 2]*
3. Schematic information processing constitutes the scripts that write CSE. *[Manuscript 3]*
4. Triggering the activation of positive, situational-relevant, and matching schemas across the service encounters, is what makes or breaks CSE. *[This dissertation]*
5. To develop successful innovative services, necessitates a multisensory understanding of CSE. *[This dissertation]*
6. Designing multisensory rich and meaningful CSE creates a win-win situation for customers and organizations.
7. All our knowledge begins with the senses *[Immanuel Kant]*
8. Nothing ever becomes real till it is experienced *[John Keats]*
9. Success isn't given, it's earned; on the track, on the field, in the gym [and at work]. With blood, sweat and the occasional tear. *[Nike]*
10. If you can dream it, you can do it *[Walt Disney]*