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Table of Contents

[1. CUSTOMER JOURNEY MAP - NETFLIX 2](#_Toc128955714)

[Synergies across different periods 3](#_Toc128955715)

[2. ELEMENTS OF VALUE CO-CREATION RELEVANT AND ITS IMPACT 4](#_Toc128955716)

[Value co-creation as a service delivery network 4](#_Toc128955717)

[Value co-creation as a service ecosystem 4](#_Toc128955718)

[3. EXAMINE EMERGING TECHNOLOGY TRENDS 5](#_Toc128955719)

[Bigdata & AI 5](#_Toc128955720)

[Generative AI 5](#_Toc128955721)

[Virtual Reality ( VR ) 6](#_Toc128955722)

[Social VR 6](#_Toc128955723)

[4. RECOMMENDATION TO ENHANCE SERVICE INTERACTIONS IN NETFLIX 8](#_Toc128955724)

[Recommendation 1 : Netflix and ChatGPT 8](#_Toc128955725)

[Natural language queries 8](#_Toc128955726)

[Personalized recommendations 8](#_Toc128955727)

[Conversational feedback 8](#_Toc128955728)

[Multilingual support 8](#_Toc128955729)

[Recommendation 2 : Netflix and Social VR 8](#_Toc128955730)

[Virtual watch parties 9](#_Toc128955731)

[Virtual movie theatres 9](#_Toc128955732)

[Virtual gaming 9](#_Toc128955733)

[References 10](#_Toc128955734)

# CUSTOMER JOURNEY MAP - NETFLIX

As defined by Voorhees et al. (2017) lets discuss the three distinct parts in a service encounter: (1) pre-core service encounter, (2) core service encounter, and (3) post-core service encounter of Netflix through a customer journey map.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Stage*** | ***Pre-core service encounter*** | | ***Core service encounter*** | | ***Post-core service encounter*** |
| ***Customer goals*** | To find a platform to watch movies , series ,documentaries for relaxation | | Netflix Subscription and enjoying movies and series | | Shares experience with others |
| ***Customer doing*** | ***Research:***  Surfing internet to find the desired platform .  Compare various platforms to identify the best suitable platform.  Brand recognition | ***Consideration:***  After learning about Netflix, customers download the app and evaluate it based on quality, diversity of content, languages, and convenience.  Checks the subscription price and considers affordability. | ***Account creation:***  Create account and choosing the right subscription plan . | ***Streaming:***  Exploring the platform and filtering in terms of genre, language , titles, content rating.  Viewing the number of episodes in each season.  Exploring download options and downloading for future use .  Exploring Netflix originals and content for children | **Customer support:**  Contacting customer service in the event of issue .  Share experiences with others.  Recommends to create account and subscribe. |
| ***Touch points*** | Websites /Online reviews / word of mouth/ advertisement / social media / recommendation by close circle /Influencers / Netflix app /marketing campaigns. | | Netflix app / payment methods/ email upon subscription / OTP/ Netflix website | | Chatbots /Social media/writing reviews/word of mouth /FAQs/Rating content |
| ***Emotion/***  ***overall experience*** | Winking face outline outline  Neutral face outline with solid fill | | Grinning face outline with solid fill  Dizzy face outline with solid fill | | Angel face outline with solid fill |
| ***Pain points*** | Limited varieties in some genres  Time consumed for finding right platform | | No rating/reviews, under/overrated content  downloaded content disappear after particular time.  Too many episodes for one season and long duration  Limited payment options | | Contacting customer service might be frustrating  Accessing through multiple devices |
| ***Opportunities***  ***for improvement*** | Provide a free trial of any one content user is interested to showcase high end quality of content /30 days free trial/intuitive navigation/Leverage influencer marketing/provide educational content about the competitive advantage of the platform/Educational offers | | Cancel anytime/ psychographic pricing strategy (basic , standard , premium )/Avoid commercials ads/Develop numerous payment options/Add refund policy/simplified sign-up process/ Accurate synopsis and review | | Rapid customer support i.e., live chat/Netflix gift cards/Loyalty programs/  Account sharing options/ crowdsourcing for new development |

## Synergies across different periods

Pre-core, core, and post-core service encounters are interdependent stages in a customer's journey that strongly influence their experience and satisfaction. Therefore, the synergies within and across the pre-core, core, and post-core stages of Netflix's customer journey map are critical for an excellent customer experience. A positive experience in one stage can lead to a positive experience in the other stages, and vice versa.

In the pre-core stage, customers form expectations about the upcoming service encounter, and their satisfaction in this stage can influence their likelihood of engaging in the other stages. For Netflix, a positive pre-core service encounter can influence a user's perception of the core and post-core service encounters. A negative pre-core service encounter can have the opposite effect and can lead to dissatisfaction and negative feedback.

In the core stage, the actual service encounter takes place, and companies should focus on providing high-quality service, addressing customer needs, and creating a personalized experience. This is where the customer can engage with the service and use it to accomplish their goals. For Netflix, this is where the customer can watch their favourite movies, TV shows, and other entertainment content. A positive core service encounter can lead to increased customer satisfaction, which in turn leads to positive post-core service encounters.

In the post-core stage, the customer evaluates the service and provides feedback. This feedback is critical for companies like Netflix to improve their service and ensure that future service encounters are even more positive for the customer. Companies should actively seek feedback and use it to identify areas for improvement. A positive post-core service encounter can lead to increased customer loyalty and advocacy.

# ELEMENTS OF VALUE CO-CREATION RELEVANT AND ITS IMPACT

Value co-creation is a collaborative process between a service provider and a customer that happens on a co-creation platform. It combines the production process of the service provider with the consumption and value creation processes of the customer, enabling direct interactions.

## Value co-creation as a service delivery network

Value co-creation as a service delivery network contains collaboration between the service provider and the customer to create a personalized experience. Netflix provides its customers with diverse content by collaborating with a variety of partners, including content creators, distributors, studios, and technology staff.

Netflix uses a recommendation engine to provide a more personalized and valuable viewing experience, helping customers find content they are interested in. Moreover, the company has a simple search and navigation interface, thereby enhancing user experience

Customers help create value co-creation by providing feedback on technical issues, user experience, and content. Netflix uses these feedback to identify areas for improvement and provide services that meets the ever changing needs of its customers. This approach has been instrumental to the company's success, catering a diverse range of content while staying ahead of its competitors.

## Value co-creation as a service ecosystem

Value co-creation as a service eco-system enables a collaborative effort between the service provider, its partners, and the customer to create a sustainable and adaptable ecosystem that can evolve and meet the changing needs of its customers.

In Netflix, Interactions and value exchanges between different stakeholders create a dynamic and interconnected service ecosystem that evolves and adapts to meet the needs of its customers. Netflix has adapted its service to provide a better mobile experience as more customers become mobile savvy.

Netflix's service ecosystem includes a variety of actors, including content creators, distributors, technology staff, and, most importantly, customers. The company's content creators create a wide variety of content, which is then distributed through various channels such as mobile devices, smart TVs, and gaming consoles. Technology staff ensures that the service runs smoothly and adapts to changing customer needs. Customers provide service feedback, which helps Netflix identify areas for improvement. This feedback loop is an essential component of the service ecosystem because it enables Netflix to keep them up to date.

# EXAMINE EMERGING TECHNOLOGY TRENDS

## **Bigdata & AI**

Big data refers to the massive amounts of structured and unstructured data that are generated every day by various sources, such as social media, Internet of Things (IoT) devices, and business transactions.

Artificial Intelligence (AI) is the ability of computers/machines to perform tasks that are typically performed by people, such as learning, decision-making, and problem-solving. AI works via special software’s, algorithms and technologies, that allow machines to learn from experience and plan their actions without human intervention.

### Generative AI

Generative AI is a branch of artificial intelligence technology that can produce various types of content, including text, imagery, audio and synthetic data based on the data they have been trained on. Unlike traditional AI systems that recognises patterns and make predictions, generative AI creates new content in the form of images, text, audio, and more. Generative AI uses a type of deep learning called generative adversarial networks (GANs) to create new content

#### Example : ChatGPT

It is an AI-powered chatbot developed by San Francisco-based start-up OpenAI.It is based on the GPT (Generative Pretrained Transformer) language model and was released on November 30, 2022. ChatGPT is powered by a large language model, also known as an LLM, which is programmed to understand human language and generate responses based on large data corpora. GPT-3.5 is the name of ChatGPT's LLM. It is an enhancement to OpenAI's GPT-3 language model. With 175 billion parameters, GPT-3 is one of the largest and most powerful language processing AI models to date. ChatGPT distinguishes itself from other chatbots by logging context from previous messages in a thread and using it to form responses later in the conversation.

##### Microsoft’s integration of Bing with ChatGPT

In early 2023, Microsoft combined Search and Chat features into a single interface that allows users to seamlessly switch between the two modes by clicking on an element of the page or by scrolling up and down. The new Bing now includes a chat option in its toolbar, which leads to a conversational experience similar to that of ChatGPT. It's important to note that Bing's version is more up-to-date than OpenAI's ChatGPT bot, as it can answer queries related to recent events (think today, not just 2021).Microsoft's model is clearly more current than what ChatGPT currently offers.

Graphical user interface, application

Description automatically generated

Fig 1. ChatGPT User Interface

Graphical user interface, text, application

Description automatically generated

Fig 2. New Bing User Interface

## **Virtual Reality ( VR )**

Virtual reality is the use of computer technology to create simulated environments. Instead of looking at a screen, users are immersed in and interact with 3D worlds. In a VR environment, users can interact with digital objects and explore virtual worlds as if they were physically present in the environment. VR technology has a wide range of applications, including entertainment, education, training, healthcare, etc .

### Social VR

Social VR is a type of VR experience that focuses on socializing with others. VR social experiences exist at the crossroads of real-life gatherings and old-school chat rooms, allowing users to communicate with people all over the world without leaving their homes. Users in social VR can socialize, play games, attend events, and more in virtual rooms or environments. Social VR experiences can be used for a variety of purposes, including entertainment, education, training, collaboration, and therapy. Social VR is a rapidly developing field with enormous potential to alter how we socialize and interact with others.

Some of the latest technology trends in social VR include:

* Advancement in graphics and display technology, providing more realistic and immersive virtual environments.
* Advancements in haptic feedback and hand/finger tracking, enabling more natural and intuitive interaction with other users.
* Integration with AI and machine learning algorithms, resulting in more intelligent and personalized social VR experiences.
* Development of cross-platform social VR applications, allowing users to connect and socialize with each other across different VR platforms and devices.

#### Example : Oculus Quest

Oculus Quest is a VR headset created by Oculus, a Facebook division. It is a completely self-contained system, which means that VR experiences can be enjoyed without the need for additional hardware. The Quest includes features like hand tracking and inside-out tracking , which allows users to move around and express themselves naturally, improving the VR experience, particularly in social VR settings. This simplifies setup and use in social VR environments where multiple users may be moving around and interacting with one another. The Oculus Quest provides access to several social VR applications, including Facebook Horizon, which is a social VR platform that lets users create their own virtual worlds and environments, interact with other users in real-time.

A picture containing several

Description automatically generated

Fig 3. FB’s Oculus Quest

1. **Top of Form**

**Bottom of Form**

# RECOMMENDATION TO ENHANCE SERVICE INTERACTIONS IN NETFLIX

## **Recommendation 1 : Netflix and ChatGPT**

The data Netflix collects on its users is immense. Some of the key tracking elements include,

* Viewing day, time, location and device
* Platform searches (key words and number of searches)
* Whether content was paused, rewound, rewatched or fast forwarded. (It even saves screenshots of when the show was paused, when the user left the show, and when the user watches a scene more than once)
* Content abandonment times and rates
* Browsing and scrolling behaviour

Netflix uses analytics to optimize everything from the app's user experience to on-location logistics for shoots. For example, they've created algorithms to estimate the cost of filming in one location versus another. They also use analytics to improve the efficiency of filming and post-production tasks like editing by eliminating bottlenecks and streamlining workflows.

ChatGPT can be integrated as a smart assistant in Netflix, leveraging the existing analytics setup to provide a more personalized and engaging user experience.

Some potential use cases are,

### Natural language queries

Using natural language queries, ChatGPT can assist users in searching for movies and TV shows on Netflix. Users can type or speak their queries in natural language rather than specific keywords, and ChatGPT will understand the context and provide accurate and relevant search results.

### Personalized recommendations

ChatGPT can analyze users' viewing histories, ratings, and other information to provide more personalized content recommendations. It can recommend movies and TV shows based on users' preferences, making it easier for them to find content they'll enjoy.

### Conversational feedback

ChatGPT can gather conversational feedback from users in order to better understand their preferences and make better recommendations. It can ask users about their viewing habits and use their responses to make more accurate and relevant recommendations in the future.

### Multilingual support

ChatGPT can assist Netflix in providing multilingual support to users by translating user queries and feedback in real-time. This can help Netflix grow its global user base and provide a more inclusive user experience.

## **Recommendation 2 : Netflix and Social VR**

Netflix is not a newcomer to virtual reality (VR), having launched their VR app in 2015. Unfortunately, the app was not a huge success because VR was still a developing technology at the time. There have been no updates to the Netlfix VR app since 2018. Netflix can use Social VR to provide users with an immersive and interactive experience. Social virtual reality experiences allow users to interact with one another in a shared virtual environment. With advancements in the VR space, Netflix can collaborate with leading VR organizations such as Facebook (oculus) to create more engaging experiences for their users.

Some potential Social VR use cases for Netflix are ,

### Virtual watch parties

Netflix can create virtual watch parties where users can watch movies or TV shows together in a shared virtual environment. Users can create avatars for themselves and interact with each other while watching the content. This can make the viewing experience more social and engaging, even if users are physically located in different parts of the world.

### Virtual movie theatres

Virtual movie theatres allows users to watch movies on a big screen in a shared virtual environment. Users can invite their friends and families across the globe to share their movie experience and interact with each other, creating a more immersive and memorable experience.

### Virtual gaming

Netflix has a number of popular shows that can be gamified. Netflix has the ability to create VR adaptations of popular shows such as Stranger Things, Squid Game, and Money Heist. These VR games can allow players to immerse themselves in the show's universe and interact with its characters. Netflix can collaborate with VR and gaming providers to bring some of the most popular shows to life and allow users to participate in the adventure.

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