

TW Workshop 2.3 – Summarizing Secondary Research Findings

Technical Writing
Zhen Ze Ong

October 7th, 2024

1. The Value of Self-Service: Long-Term Effects of Technology-Based Self-Service

Usage on Customer Retention

Brief overview:

This article talks about how users respond to a self-service system, which is important when planning to implement a digital interactive kiosk system on campus. It contains research on the influence of self-service versus personal service on customer defection, which probably does not affect student enrollment directly but may affect the usage of the kiosk system over time.

Key insights:

- The ratio of self-service versus personal service can be described as U-shaped.
- An intermediate level of both manners of services tends to produce the least amount of customer defection.

Statistics, Quotes, or Specific Details:

“...our study stresses the importance of an active customer experience management rather than a (reactive) relationship management.”

“...firms need to consider the capabilities of their service channels as well as the customers’ unique circumstances, such as their duration with the provider, to fully leverage the potential of technology-based self-service channels.”

“...2.5 employees can be replaced by one self-checkout kiosk at the grocery store”

Table 1. Value in Self-Service and Personal Service Channels		
	Self-Service Channel	Personal Service Channel
The Value-Proposition <i>what the firm offers</i>	Reduced number of cues leads to efficiency of information exchange (e.g., Choudhury and Karahanna 2008)	Rich in relational information, high in social context cues (e.g., Cyr et al. 2007)
	Automated responses lead to accessibility and flexibility (e.g., Wallace et al. 2004)	Human feedback; immediate and individualized attention (e.g., Venkatesan et al. 2007)
	Few personal touches or social cues (e.g., Cyr et al. 2007; Davis et al. 2011)	Highly personalized interactions (e.g., Barnes et al. 2000)
The Value-in-Context <i>when the customer can benefit</i>	Tasks are unambiguous and repetitive; service is not complex or new (e.g., Campbell et al. 2011; Kumar and Telang 2012; Selnes and Hansen 2001)	Tasks are equivocal and ambiguous; service is complex, critical or new (e.g., Selnes and Hansen 2001; Vickery et al. 2004)
	Customers have expertise, self-efficiency, and motivation to use self-service channels (e.g., Beuningen et al. 2009)	Customers do not have the skills, motivation, and abilities to deliver service or solve a task alone/via technology (e.g., Meuter et al. 2005)
	Customers enjoy “doing it themselves” and wish to be in control (e.g., Campbell et al. 2011; Davis et al. 2011; Lusch et al. 2007)	Customers enjoy human interaction, need to gain trust, overcome anxiety (e.g., Chan et al. 2010; Dabholkar 1996)

Reflection:

A kiosk system can reduce the workload of employees and save time during transactions and queries. Kiosks might be a good idea, but if relied on too heavily for self-service, can lead to disengagement of customers. Implementing a kiosk system will require a sufficient amount of brainstorming and research to increase its value.

APA Citation:

Scherer, A., Wunderlich, N. V., & Wangenheim, F. v. (2015, March). The Value of Self-Service. *MIS Quarterly*, 39(1), 177-200. JSTOR. <https://www.jstor.org/stable/26628346>

2. Navigational Map Reading: Predicting Performance and Identifying Relative Influence of Map-Related Abilities

Brief overview:

This article talks about some factors in human traits or abilities that can cause an individual to have trouble in reading a map. It contains the findings of the Navigational Map Reading Ability

Test (NMRAT) and the Real World Map Navigation Exercise (RWMNE). The NMRAT was designed to determine five map-related abilities and the RWMNE was developed to validate the NMRAT. The test and exercise were conducted on forty-four subjects. It can show how a kiosk wayfinding system can better accommodate the needs of people with varying map reading skills.

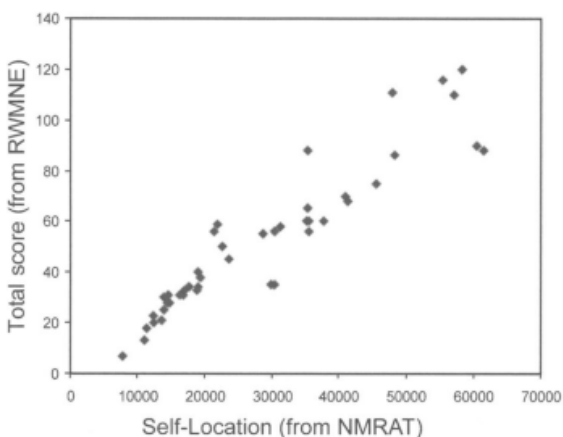
Key insights:

- There is a linear relationship between the ability to recognize where one is currently on a map and overall map reading capabilities.
- Giving a reader a visual reference to where they are on a map can increase the effectiveness of the map.

Statistics, Quotes, or Specific Details:

“...a person’s ability to perform the self-location task is a means to discriminate overall navigational map reading ability...”

“As a result, self-location may be not only a means to discriminate between good and poor map navigation but one of the keys to teaching better navigational map reading”



Reflection:

A kiosk that provides wayfinding tools like a campus map can include several methods and strategies that aid a person's spatial and cognitive capabilities to increase its effectiveness as a tool.

APA Citation:

Lobben, A. K. (2007, March). Navigational Map Reading: Predicting Performance and Identifying Relative Influence of Map-Related Abilities. *Annals of the Association of American Geographers*, 97(1), 64-85. JSTOR. <https://www.jstor.org/stable/4620238>

3. School Spirit Interactive Kiosk**Brief overview:**

This document is a brochure that includes the average pricing of a fully customized digital kiosk provided by the company Advanced Kiosks. The starting price for the entire customizable kiosk system is \$14,778. It is a more expensive option if SAU wants to avoid creating or purchasing separate software and maintenance components for the system.

Key insights:

- The starting price for a full system from Advanced Kiosks is \$14,778 that can be further customized.
- Features provided by Advanced Kiosks include campus wayfinding maps, event calendars, reports and notifications, RSS feeds from the school website, language translations, and more.

- Advanced Kiosks' kiosks are made with tamper proof hardware, easy WiFi connection, 24/7 technical support, ZAMOK security and management, and self-updating interface.
- Advanced Kiosks' products have an annual subscription.

Statistics, Quotes, or Specific Details:

Full system starts at \$14,778.00

Reflection:

An alternative to purchasing and installing hardware and software separately is to purchase a complete package from a company like Advanced Kiosks. It is a costlier purchase, but it comes with several benefits like security, 24/7 technical support, and product warranty.

APA Citation:

Advanced Kiosks. (2023). *School Spirit Interactive Kiosk*. Advanced Kiosks. Retrieved October 7, 2024, from <https://advancedkiosks.com/wp-content/uploads/2023/05/School-Spirit-Brochure-051623.pdf>