Satisfaction, sacrifice, surprise:: three small steps create one giant leap into the experience economy

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Abstract
The authors describe and explain the progression of economic value, showing that customizing a good turns it into a service, customizing a service turns it into an experience, and customizing an experience turns it into a transformation. Businesses that wish to prosper in the emerging experience economy should begin by mass customizing their goods and services. To determine which products to customize, many companies gather customer satisfaction or "voice of the customer" surveys that use market research techniques to get data. However, these techniques do not go far enough to determine what and where a company should mass customize, because customer satisfaction measures market, not individual customer, satisfaction. The authors conclude by presenting their 3-S Model that shows the importance of driving up customer satisfaction and driving down customer sacrifice as a foundation for effectively instigating customer surprise.

Keywords
Customer satisfaction  Mass customization  Experience  Customer loyalty  Consumer behaviour

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our culture has such a negative connotation to it. What if a sacrifice was the vehicle to save all of creation? This sounds like something that is completely radical, and it is. This brings me back to this idea of satisfaction by sacrifice. I need to understand that the only way that I can have true satisfaction is by looking at the sacrifice. The sacrifice is what gives me life. Not to any circumstance or emotion, but the atoning blood of Jesus Christ.