Level-dependent customer experience of data-based products from a scenario-based perspective

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Abstract

Data-based products and services (DBPS) leverage personal data to enhance their capabilities and offer a more intelligent and personalized experience. As a result, the experience of DBPS is fluid – the amount of data a consumer feeds into the product determines his experience. However, barriers such as privacy concerns hinder the progression to a more pronounced level at different thresholds. We developed and employed a scenario-based prospective incident technique to analyze how consumers experience DBPS at certain levels and how they advance from one level to another. Results show that customers are willing to share non-critical personal data in exchange for mainly utilitarian benefits at basic DBPS levels. As DBPS usage progresses, customers constantly perform cost-benefit assessments, compelling companies to clearly communicate product benefits and enable a small-step progression at all levels of usage.

Keywords: *data-based products and services; customer experience; fluidity*

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