

Transformative Well-Being in Service Journeys: High-Impact Qualitative and AI-Supported Research Methods

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Abstract

Viewing the customer journey as embedded in everyday lives, qualitative methods are essential for capturing the nuances of individual flourishing, particularly among vulnerable customers whose service interactions shape well-being. Yet scholars still lack a systematic understanding of which qualitative techniques best suite the different stages of the customer journey, and how AI can responsibly enhance them within Transformative Service Research. This paper addresses this gap by illustrating how qualitative and AI-augmented techniques can be combined across pre-purchase, purchase, and post-purchase stages, highlighting the dynamic and socially embedded nature of well-being and the value of interviews, focus groups, immersive simulations, and ZMET. We propose a framework showing how AI can support data collection, analysis, and interpretation while preserving ethical and interpretive depth, offering a systematic method to foster consumer flourishing.

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