

عنوان مقاله:

Effective Factors of Customer Involvement in the Launching of New Services in Banking Systems

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خلاصه مقاله:

Existence of new service development process is very important for competitiveness, growth and survival of service organizations especially banking system. Customer involvement has been advocated as a potentially powerful tool for developing successful new services, while only very few NSD models try to explain how to integrate customers in NSD processes. The purpose of this paper is identifying of the effective factors of customer involvement in launch stage of new service development in banking systems . The research was conducted as a qualitative methodology and used in-depth interviews with academic experts and managers of banking systems until theoretical saturation state achieved. The gathered data was analysed using axial and open coding methods. The research results show that customer involvement in launch stage of new service development includes totally 13 effective factors of customer involvement that were identified in five axial factors. The results can be used for improvement of customer involvement in the launch stage of NSD process in financial organization.

کلمات کلیدی:

New service development, NSD process, customer involvement, customer involvement in NSD process, banking system

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