Exploring nonstandard service frontline situations

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Abstract
Jaycustomer behavior often increase the unpredictability of the service to an unmanageable extent. A co-creation based development can be presumed in the attitude of the consumer and of the frontline staff. Research goal was to explore the nature of interactions between customers and frontstaff in nonstandard situations. Following a quasisecondary data collection frontline conflicts were simulated based on a mystery shopping scenario. From among the theoretical jaycustomer types a hybrid combination of the Belligerent and the Egocentric Edgar (the selfish) seemed to be a good base in the experimental simulation. Before the action mystery shoppers were instructed to observe the behavior (reactions, communication, gestures, problem solving intention etc.) of the frontline staff. As a result, behavioral patterns could be identified on both sides. Besides jaycustomer oriented human resource management skills could be explored. Affirming by a post-experiment expert interview special tasks for the frontline management could be identified. The research offers a possibility for services management and services marketing theory to find a consensual frontline process model. The review of the staff training content compared with the research results a fruitful development direction could be in the human resource management practice.

Keywords: jaycustomers, service frontline, conflict management

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