

Research Talk Series on Digitalization

Emotions in Service Operations: New Data Opportunities and New Insights

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Abstract

Emotion is clearly a part of service delivery, and studying it is extremely difficult. My talk will discuss how this dilemma can be resolved with Digital Traces of organic data that is retained by technology-mediated service platforms. The talk will describe my research studies of emotion of customers participating in online service chats, and customers in hospital emergency departments. The talk will present new findings regarding the dynamics and effects of customer emotion. The unobtrusive view into service conversations that I describe shows patterns of customer emotion, their dynamics within service delivery, and their effect on customer satisfaction and on agent and customer behavior. We find, for example, far less customer negative emotion than agents seem to recall, and we show previously undocumented effects of customer positive emotion as a motivating factor on agent responses, influencing agent response time and availability to customers. We also find that improving customer empowerment can hamper the feelings and sense of empowerment of medical service staff. The talk will show the value added of new Digital Traces data and methods for research on customer service and emotion. The presented findings suggest opportunities for integrating real-time assessments of customer emotions in the design and management of service delivery..

Speaker

Professor Anat Rafaeli is the Yigal Alon Chair for Study of People at Work in Technion, Israel's Institute of Technology. Her research examines multiple aspects of customer service delivery. Her early work developed the theory of "Emotional Labor" inherent to service work, and the effects of symbols and artifacts in service delivery. Her recent research examines effects of anger and aggression of customers on service agents, in Face-to-Face, telephone and online service interactions. Most recently she has integrated research using big data archives and tools for automated research of organic data extracted from digital traces to study emotion dynamics and other aspects of service delivery. Prof. Rafaeli has published extensively in leading journals, including Journal of Service Research, Journal of Applied Psychology, Academy of Management Journal, Academy of Management Review, Organization Science, and Personnel Psychology. She holds a Ph.D. in Industrial and Organizational Psychology from Ohio State University, and has previously worked at Stanford University, the Hebrew University of Jerusalem, and the University of Michigan.

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Host of this talk: Prof. Dr. Gerhard Satzger (IISM / KSRI)

The research talk series on digitalization is co-organized by professors of the three institutes:

