



Identifying and measuring customer value: Case multi-locational worker

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Purpose & conclusions of the paper

Our paper presents measurements approaches by reviewing models and frameworks that can be utilised in identifying and measuring customer value in the context of multi-locational work.

With this paper we wanted to understand how value is created for customers and present measurement approaches that can be utilised in identifying and measuring customer value in the context of multi-locational work.

Although the focus was on multilocal working, it was noticed that the same methods and tools can be utilised in both single-location as well as multi-locational working contexts. This might indicate that there is a need for developing tools more precisely for the multi-locational working.

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The four different roles of the customer and related measurement approaches

1. CUSTOMER AS AN EMPLOYEE AND THE END-USER OF THE WORK ENVIRONMENT

Customer experience, customer journey and value



Employee turnover, employee complaints, well-being, individual and group productivity, cost and time savings, employees satisfaction and productivity related to work environments, e.g., Leesman Index, SmartWoW and WODI.

2. CUSTOMER AS A TECHNOLOGY USER

User experience and technology evaluation models for measuring virtual and mobile work environment.



EmplUser experience and context of use
Technology Acceptance Model, Task-Technology Fit

3. CUSTOMER AS A CONSUMER

Customer experience, customer journey and value



Net Promoter Score, NPS
Customer Effort Score, CES
Customer Satisfaction, CSAT
Service experience - EXQ
Value in experience – VALEX
Kano model

4. CUSTOMER AS AN ORGANISATION

Multi-dimensional performance measurement system and KPIs.



FM Value Map
Balanced Scorecard
Value-creation functions

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