Experience Sharing Service Value Co-Creation Model (ESSVC) and Its Application to Korean Language Service

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ABSTRACT

In this paper, the authors propose a service value creation model based on sharing service experience. Experiences for services still remain in customers’ brain or heart after the services are finished. Their main aim is to share customers’ experiences and find suitable service by analyzing information shared after service providing. In the proposed model, the direct service field and the indirect service field are prepared. In the indirect service field, customers share their service experience by using Information Technology (Web2.0, Social Network). Suitable services can be found by analyzing information in the indirect service field. The effectiveness of this new model is demonstrated through its application to Korean language education during a 14-week period.

Keywords: Co-Creation, Experience Value, Information Technology, Korean Language Service, Service Science

CURRENT STATUS AND IMPORTANCE OF SERVICES

The importance of services has been focused on in various fields in the 21st century\(^1\)\(^2\). Service science has become a common thread in the information and knowledge industries. Various new proposals have recently been actively proposed in service research, such as Service Dominant Logic (SDL, Lusch, & Vargo, 2006), persona marketing (Pruitt & Adlin, 2007), and service as a theater (Fisk, Grove, & John, 2008)\(^4\). These new concepts related to service are based on the idea of “value in use”. How a person who receives a service recognizes the value of the received service has been discussed.

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That is, all the discussions on service values provided for various services are important in the service industry.

In general, the value of a provided service is different depending on the situation (human characteristics, place, time, cost, etc.). In particular, human desires influence the creation of the value of a service, and are created through his/her experiences. Even when an identical service is provided, the service value can be different depending on his/her experience. The “value-in-use” concept in SDL should be discussed taking into account the relationship between the service value and experience. So far, the importance of experience in business has been discussed in many literatures 5~8.

We propose the concept of Experience Sharing Service Value Co-Creation (ESSVC) in this paper. This concept is based on the importance of sharing the customers’ experiences for creating a high service value. By using the concept, we propose a new framework for service value creation based on the customers’ experiences. We consider service value creation as the continuous service value co-creation through the sharing of customers’ and service providers’ experiences. This framework is built by repeating those steps that continuously create new services and new experiences one after the other. Also information technologies can be used for supporting the implementation of this framework. We demonstrate the effectiveness of this new framework using a case study of the Korean language education service in Japan. Customers’ requirements for an education service in Korean language are different from those of English. The students’ generally want to have good experiences through the Korean language education service. Our proposal has demonstrated to be suitable for this requirement.

USER’S VALUE OF KOREAN LANGUAGE EDUCATION

- Study of legacy Korean language education service: A legacy Korean education service is composed of three parts: the teaching materials, the e-learning system, and the lecture. However, all these factors are not combined based on the students’ satisfaction. In addition, as presented in Sec. II, it does not take into consideration the dynamic changing value that changes after learning. All the learning contents already have been created by the provider and are just provided to students.

We enhance the Korean language education service based on users’ experiences, and propose a new Korean language education service:

- Analysis results of Korean language education service: Before design this research, we has been operating a survey for understanding of the Korean language education service from 3 classes, 84 Korean language students in the Kanazawa and Komatsu city on September, 2011. According to this survey, 63% of the students answered ‘not satisfied’ about the current Korean language education service. The 1st reason is that the service did not match their hope to make Korean friends (46%). The 2nd reason is high tuition fees (33%), and the 3rd is their desire to have clear and accurate curriculums (14%). The other reasons stated were inconvenient locations and lack of fun expression usage opportunities or expressions that didn’t match their needs (7%). In addition, 86% of people are studying Korean because they are interested in Korean pop culture, such as drama, singers, and actors. More specifically, they are studying Korean to make Korean friends or speak Korean with Korean entertainers. This means that they want to have an ‘experience-based’ education service for attaining their goals.

This is different from the motivation for other foreign language education, such as English, which is mainly for studying languages at a university or in business:
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