Client Perceptions of Financial Planner Value Co-creation and Service Delivery Styles

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Abstract

Although the benefits of co-creation are often reiterated, there is limited knowledge on how firms can contribute to their customers’ value creation process. Presently, most studies based on the S-D Logic focus on the broad perspective of value creation. However, the interactions that happen on a micro level where individual actors exchange resources and influence each other should not be ignored, that is, the micro-practices of value creation. The Nordic approach by Gronroos and Voima (2013) offers conceptual insights on how firms may be able to influence the customers’ value co-creation process through interactions. By marrying both perspectives, this study explores how service suppliers, in this case financial planners, can affect their clients’ value creation process positively. The study specifically investigates differences in service providers’ delivery styles, and identifies five predominant styles.

Keywords: Co-creation, value co-creation, S-D logic, service delivery styles, financial planning

Track 13: (Host Specialty Track) Enhancing Customer Experience through Co-creation and Interactivity

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