Master Thesis Rapport

Exploratory Study: Use of Instant Messaging Tactics to Increase Loyalty

Master Thesis – Media & Communications
Communication Studies
University of Twente

Student: Peter de Witte
Student number: S1665693
First supervisor: DR. de Vries
Second assessor: DR. Constantinides

Date: 23 September 2016
Place: Enschede, The Netherlands

Structured abstract

This study objective is to present a reference model whereby using different instant messaging tactics the consumer loyalty develops towards the company where product is bought. If a consumer become loyal to a company, a loyalty loop occurs. This loop will occur if the consumer bond with the company is strong enough, resulting in a repurchase without considering other brands (Edelman, 2010). Claimed by Court (2009) and Edelman (2010) social media plays an important role before and after purchasing a product for customers becoming loyal. This study conducts to science to research 'What is the potential influence of instant messaging tactics on loyalty during the customer journey?'.

From the literature emerges that the use of the smartphone is rising and that instant messaging is deployed on the same touchpoints as social media. The instant messaging reference model is drafted (Figure 2.11 Instant Messaging Reference Model) with three different tactics spread across the different phases of the customer decision journey; Whole Journey Service, Chatbot services and After-sale Service, these tactics are based the different customer relationships and phase properties (Chapter 2.5 Instant Messaging tactics).

To test the usability of the instant messaging reference model and to answer the research question this study conducted an online survey. The participants are given two (of the three) different cases (each case represented an instant messaging tactic) where the use of WhatsApp within the different phases of the Instant messaging reference model is described. The questions after each phase of the case provide an indication if potential loyalty arise by using WhatsApp.

The results of the conducted study show that the appreciation of the use of WhatsApp during the different instant messaging reference model phases shows regression with the loyalty rate score. The drawn instant messaging tactics contribute to the potential loyalty of the consumer. On an eight-point scale the Whole Journey Service scores 4,76 points, the Chatbot Service scores 4,71 points and the After-sale Service scores 5,30 points average.

The effects within the different phases of the tested reference model are (on an eight-point scale); 4,56 points for the Orientation/ Consider phase, 4,92 points for the Orientation / Evaluate phase, 5,25 points for the Experience (positive) phase, 4,51 points for the Experience (negative) phase, 5,42 points for the Advocate phase and 4,67 points for the Bonding phase. The results of the online survey do not show a significant difference between gender, age or educational level.

The conclusion drawn after the conducted literature study and the online survey is; within the Instant messaging reference model the design instant messaging tactics contributes to the potential loyalty of a consumer. The tactic with the biggest potential influence on loyalty during the customer journey is the After-sale service The tactic with the least potential influence on loyalty during the customer journey is the Chatbot service tactic. The Advocate phase scores the highest score for the potential influence on loyalty and the phase with the lowest loyalty score is measured within the Experience phase (when the expectations of the consumer are not met).

Keywords: Customer Journey; Loyalty; Instant Messaging; Tactics; Chatbot; WhatsApp

Table of content

1. Introduction

Consumers are changing the way they research and buy products all the time. The challenge of companies, especially their marketers is to respond to that behaviour (Court et al., 2009).

In an era where consumers getting more choice between different products and brands, the supply side sees an increase of channels through where they can interact with their consumers. Nowadays the diversity of channels keeps increasing, especially the so-called 'online channels'; (search) websites, web shops, email, etc. The latest online channels due to the rise of the Internet as smart phones/tablets and social media sites (e.g. Facebook, Instagram, LinkedIn, YouTube, Twitter) create new opportunities and challenges (Hennig-Thurau et al., 2010).

To the increase of the above named channels, the way consumers obtain and consume products is changed. Consumers no longer need a desktop pc to gather all information they need before purchasing a product. Mobile phones, social portals, on the spot information gathering and exchange is a fully integrated element of the way consumers act before making a purchase. Besides consumers gathering real-time information anywhere and anytime, customers also create content about products, this so called 'user-generated content' has become a mass phenomenon (Hennig-Thurau et al., 2010). Because of this evolution, the todays variation of the online channels to reach the potential buyers has increased extremely, but it also has changed the settled business models. This exploratory study aims to contribute theoretical by explore the potential influence of instant messaging on loyalty.

Companies who are selling products are curious all the time about what their potential buyers think, how and why they decide to buy, or not to buy their products. The marketing departments of these companies have summarized one goal; reach potential buyers and persuade them to buy the product. Reach the consumers at the points where they are most vulnerable for stimuli that influence their decisions (Quarterly, 2009). To understand the buying behaviour of consumers companies trying to map all the steps a potential buyer takes before making a purchase decision; the so called customer journey (Nouhuys, 2004). This study aims inter alia to develop a customer journey which focus on letting the consumer return to the organisation to buy another product, also called making the customer loyal (Oliver, 1999). By matching the different characteristics of instant messaging to the different phases of the customer journey this study aims to develop a reference model that serve the potential customer optimally on his journey of buying a product. By deploying instant messaging tactics into the model this research aims to show the potential influence of instant messaging on loyalty. The practical use of this exploratory study; give companies an overview on how they can respond to the changes within the instant messaging market with different instant messaging tactics that influence the loyalty of the customer.

The popularity of sending online texts from one smartphone to another smartphone is huge in Europe, but as with most technologies hypes Asia is running ahead. Almost all smartphones in China have the instant messaging service WeChat installed (WeChat is in the fundamentals similar to WhatsApp). Besides sending text messages the WeChat application is evolved from a mobile chat program to a powerful marketing tool, a personal wallet and a bot-type program that automatic replay on messages. Comparing with China the use of instant messaging as a marketing tool is not so far developed in the Netherlands and also the use of a chatbot-type program is not a common used technique. However, on the Facebook Developers Conference (F8, April) Mark Zuckerberg and his team announced that the Facebook chat application will focus on the implementation of chat bots (Olson, 2016). These developments indicate that there is a high probability that the European and Dutch instant messaging market will change.

The instant messaging market starts moving, this research conduct socially by giving professionals insight into the use of instant messaging for commercial purposes by developing an instant messaging reference model. This model aims to provide answer to following two points; at which touchpoint is the customer open for interaction with a company and which instant messaging tactics contributes at those points to make a customer loyal to a brand or company?

From scientific point of view, this research contributes with an exploratory study on how companies can use instant messaging to influence the potential loyalty of their customer.

This study aims to present and test the Instant messaging reference model and answering the research question: 'What is the potential influence of instant messaging tactics on loyalty during the customer journey?'. This is one of the first scientific research on instant messaging and the effects hereof on loyalty. Therefor in the discussion part, this study aims to identify new areas for future research.

The next chapter, the literature study presents the consumer journey, the instant messaging and loyalty characteristics, which lead to the presentation of the Instant messaging reference model.

2. Literature review

In this theoretical framework the relevant theories for answering the research question are discussed. The first part of the literature review explains the journey a customer makes when purchasing a product. Subsequently the contribution of social media and the trends in online channels are discussed. The chapter concludes with the Instant messaging reference model, providing an answer on where in the customer journey instant messaging tactics are implemented to create loyalty among customers.

2.1 Journey of The Customer

There are different theories that describe the journey of the customer, theories about the journey a customer makes when buying a product are based on 'touchpoints'. A touchpoint is a moment where the company has (or could have) contact with the potential customer. A touchpoint is any time a (potential) customer comes in contact with a product before, during, or after they purchase something from a company. During this contact the customer is most open for influence related to their decision to buy, or not to buy the product (Rawson, 2013).

By identifying the different touchpoints, a customer journey map is created. The following part will describe the most relevant theories about the journey a customer makes before buying a product.

2.1.1 The Funnel Metaphor

The classic sales and marketing funnels all show a map of how a potential buyer eventually becomes a customer, Elmo Lewis creates the first one in the late 1800s. His idea about the first customer funnel is also known as the AIDA-model, this model describes four different stages before making a purchase; Awareness, Interest, Desire and Action (Barry & Howard, 1990). Recent funnels all follow the same principle; they all start with a large number of potential brands and by different steps they bring it down to one, as is shown in the following figure:
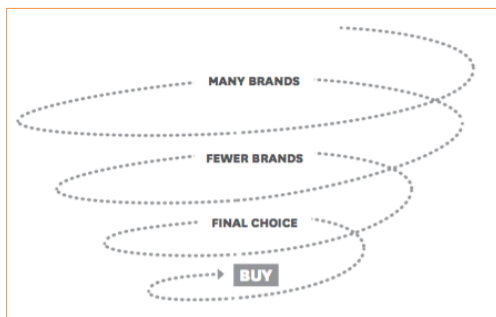
Figure 2.1: The funnel metaphor. Adapted from 'Branding in the Digital Age' by David C. Edelman 2010.

The steps customers take from becoming aware of a product to eventually making a purchase differences in the different funnel metaphors, but generally they follow the same pattern of customer behaviour.
1. Contemplating a purchase
2. Narrowing down a choice
3. Purchasing the chose product
4. Experience post-purchase effects

As is seen in the above model there is no 'after purchase' interaction. After the purchase the relationship between consumer and brand normally focuses on the use of the product itself, partly because of this annulated contact the relationship between the company and the consumer weakens (Edelman, 2010). Mckinsey, one of the biggest companies in the marketing constancy business adds a fifth step to the traditional purchase funnel, as seen in the following figure.

Figure 2.2: The traditional funnel metaphor. Adapted from 'The consumer decision journey' by D. Court, D. Elzinga and O.J. Vetvik, 2009, *McKinsey Quartely.* Retrieved from http://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-consumer-decision-journey

As the figure shows this purchase funnel is a linear process, a large group of people starts at the left and finally a smaller percentage of that group ends at the right. Models that use linearity mapping of the customer journey assume that every customer starts at the same point (left of the purchase funnel) and that the last point (loyalty) is an end station. This traditional way of visualizing the customer journey may be useful when mapping the journey of a new customer, but by following this model and creating loyalty after the purchase makes no sense. By making a consumer loyal to a brand increase the chance of future purchases of that same brand and/or recommending it to others. If a company manages to make a consumer loyal to them, the consumer will skip the 'awareness' and 'familiarity' phases at their next purchase and will go straight to 'consideration' phase (Edelman, 2010). Given this fact it would make more sense to create a circular model that includes the effects of a loyal consumer.

2.1.2 The Customer Decision Journey

The variety of products customers can choose nowadays is wide, customers are better informed through all the (social) digital channels and therefore more exacting. As result of research it seems that consumers subtract and add brands from consideration during an extended evaluation phase. Reason for this phenomenon is due to the rise of social media, after purchasing the consumer can follow his bought brand/company online and/or can share content about his experience (Edelman, 2010). Partly by this extended evaluation phase and the influences of the social media the consumer, when satisfied about the purchase, can become 'bond' to a brand/company. If the bond with the brand and or company is strong enough the consumer will skip the early decision-journey phases 'consider' and 'evaluate' at their next purchase (Edelman, 2010).

The following figure shows an improved and circular funnel metaphor where the effects of content sharing trough social media and the effects of a loyal consumer are taken into account.
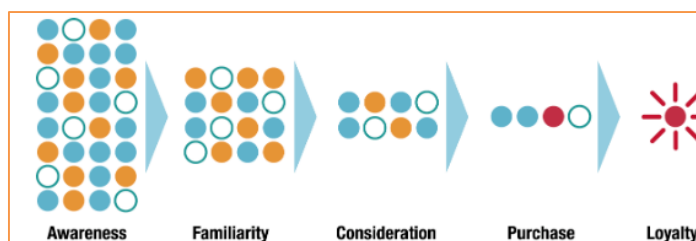

Figure 2.3: The Customer Decision Journey. Adapted from 'Branding in the Digital Age' by David C. Edelman 2010.

The above customer decision journey shows six phases; the consider phase, the evaluate phase, the buy phase, the enjoy phase, the advocate phase and the bond phase. These phases are also touchpoints for marketers to communicate with the potential customer, below an explanation of each different phase.

1. Consider phase, the customer considers to buy a product. Within this first phase the number of brands is the biggest, after this phase the customer is going to reduce this number of brands.
2. Evaluate phase, the customer is evaluating the brands that are available on the market. By obtaining certain information the customer will reduce brands. According the latest trends from the McKinsey Quartely company the collected information will come moreover from user-created content on social media sites.
3. The buy phases, the main question here is; Will the customer buy, or not to buy the product. The purchase is in a web shop or physical store, next to all the information about the product, the price, availability and packaging, sales interaction plays a part in this phase.
4. The enjoy phase, also called the Experience phase. The consumer has the first experience with the bought product and will evaluate the experience during this phase.
5. The advocate phase, regarding the outcome of the previous phase the consumer advocates the product or criticizes it. According the trend, the consumer place content about the experience of the enjoy phase on social media (see table 2.1) during the advocate phase.
6. The bond phase, is heavily relying on digital interactions. If satisfied, the consumer remains engaged with the brand through social media after the purchase.

McKinsey developed after the traditional funnel metaphor (figure 2.2) also a version of the customer decision journey. The reason for this development is due to the shift from a one-way communication (form company to customer) towards a two-way communication trough social media, where consumers can respond to companies. The companies marketers needed a more systematic way to satisfy customer demands and manage word-of-mouth (Court, 2009). Instead of using six different phases McKinsey appoints four primary phases, but is using a similar circular consumer decision journey, as shown in the following figure.
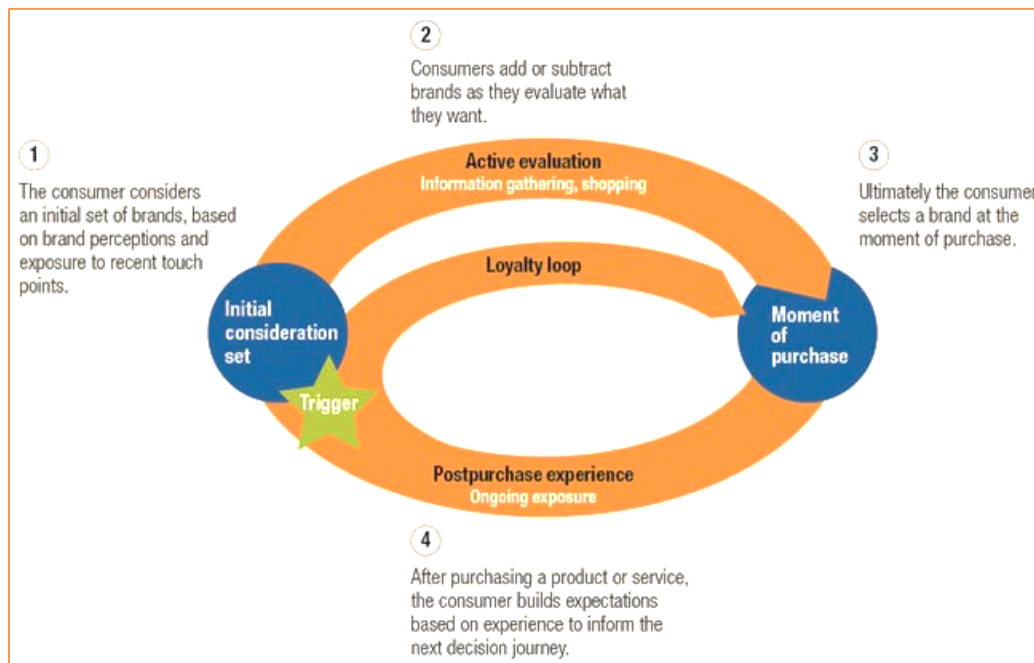
Figure 2.4: The circular customer decision journey. Adapted from 'The consumer decision journey' by D. Court, D. Elzinga and O.J. Vetvik, 2009, *McKinsey Quartely.* Retrieved from http://marketing-made-simple.com/articles/purchase-funnel.htm

The customer decision journey by McKinsey has four phases; initial consideration, active evaluation, closure and post purchase. These four phases representing potential battlegrounds where companies can try to 'drive home' the customer. Below the explanation of the different phases.
   0. 'Trigger' stand for the stimuli that make someone a potential customer.
   1. Initial consideration set, the customer considers an initial set of brands, based on brand perception and exposure to recent touchpoints.
   2. Active evaluation (information gathering, shopping), customer add or subtract brands as they evaluating what they want.
   3. Moment of purchase (closure), ultimately the costumer selects a brand to buy.
   4. Post purchase experience (ongoing exposure), after purchasing a product, the consumer builds expectations based on experience to inform the next decision journey.

As in both described customer decision journeys it is about creating a 'loyalty loop'. This loop will occur if the consumer bond with the brand is strong enough, resulting in a repurchase without considering other brands. According the Mckinsey Company (2009) and the researches of David Edelman (2010) the chance of creating a 'loyalty loop' increases by given the customer the opportunity to follow the brand after purchase, respond to the phenomenon of content sharing and meet all the consumer expectations.

As result of research it seems that consumers subtract and add brands from consideration during an extended evaluation phases. Reason for this phenomenon is due to the rise of social media, after purchasing the consumer can follow his bought brand online and/or can share content about his experience (Edelman, 2010).

Claimed by court (2009) and Edelman (2010) social media plays an important role before and after purchasing a product. The different phases of the customer decision journey are attuned to the possibilities of the two-way communication that occurs on social media sites. Sutton (2011) has combined the different customer decisions journey phases with the actions customers make on social media, as shown in the following table.

Table 2.1
Customer actions on social media during the Customer Decision Journey (Sutton, 2011).

Customer decision journey phase	Customer thought processes	Customer actions on social media
1. Consider phase	I need or I want something.	Passive actions prior to requirement. Seeing adverts, reading editorials and blogs, following brand on social media, and absorbing brand information.
2. Evaluate phase	What are my choices? Do friends / others in network have any recommendations? What are the advantages of each of my options?	Active research such as asking friends/others in network. Reading reviews, researching product and services issues, and evaluating emotional measures.
3. Buy phase	Am I making the right choice? Have I considered all the variables? What do my friends/others in network feel about my choice? What do my emotions say?	Seeking validation and investigating credibility
4. Experience phase	Does the product live up to my expectations? What is the consumer service like?	Cognitive dissonance and evaluating the emotional and tangible elements through further validation.
5. Advocate phase	Would I recommend the product to others? What would I improve? Shall I tell others about the product?	Leave information on review sites and post updates across social media.
6. Bond phase	I am pleased with this brand?	Recommend the brand or product. Repurchase products without cycling through the earlier decision journey stages.

2.1.3 Zero Moment of Truth

Where preview explained models of the consumer journey came up with up to six different touchpoints, Google uses a way more simplified model. Google places more emphasis on how customers think about a brand than the different steps a customer takes on the way of eventually buying a product (Gentner et al., 2014). The following figure illustrates a 3-step mental model that has been 'the mental model of marketing' for a long time.

Figure 2.5: The traditional 3-step mental model. Adapted from 'Winning the zero moment of truth' by Jim Lecinski, 2011, Google*.*

1. The stimulus, the trigger a potential buyer gets by seeing an advertisement.
2. The Shelf, the customer goes to the store, sees the product for the first time, gets an answer to questions about the product and eventually buys it.
3. Experience, consumer takes the product home and uses it for the first time.

Google conducted a comprehended study with 5,000 shoppers across 12 categories.
The goal; *'show where influence takes places as shoppers move from undecided to decided.'* Google asked shoppers what sources they used to make decisions, when they used it and how influential each source is. The sources an average shopper uses has risen form 5.3 sources in 2010 to 10.4 sources in 2011 (Lecinksi, 2011). Based on the data that was collected during this research Google developed 'the new mental model of marketing' as is shown in the figure below.

Figure 2.6: The new mental model. Adapted from 'Winning the zero moment of truth' by Jim Lecinski, 2011, Google*.*

By lining up the results Google saw a fourth step appearing in the marketing mental model, the zero moment of truth. This is when consumers do their research; get smart about alternatives, read reviews, look for coupons and comparing shop. All before going to the shelf. Comparing the 'ZMOT' with other steps consumers take (FMOT and SMOT) it pops out as highly relevant and influential (Lecinksi, 2011). In the conducted study of Google 84% of the shoppers said that ZMOT shapes their decision while moving from undecided to decided.
Actions during the ZMOT are split up in four different categories;
1. Search
2. Read reviews
3. Watch videos
4. Ask your network

Most of these actions take place online, using a search engine, reading an online review or blog, watching a video on YouTube or posting a question on a social page like Facebook, Pinterest, Instagram or Twitter. Jim Lecincki (2015) stated in a follow-up paper; be present in the moment that matter, especially when it comes to digital. Nowadays the ZMOT increasingly takes place on a smartphone, even in front of the self (during the FMOT) the customer uses his smartphone for searching additional product information (Lecincki, 2015).

At both, the customer decision journey 'phases' and at the mental model 'moments' social media plays an important role while interacting whit the customer (Cohen, 2013). The different 'moments' of the mental model are attuned to the possibilities of the two-way communication that occurs trough social media. Cohen (2013) has combined the different 'moments' with the social media engagement, as shown in the following table.

Table 2.2
Social media engagement during the moments of truth (Cohen, 2013).

Moments of truth	Content marketing needed	Social media engagement
ZMOT	1. Blog post answering customer questions. 2. YouTube videos showing how to use your product. 3. Pinterest and Instagram images	Leverage the power of your social media presence across venues to provide product information and answer questions.
FMOT	1. Offer product specifics, product availability, pricing and shipping information. 2. Provide reviews, ratings, customer stories and testimonials	Customers are close to purchase; they are seeking answers to specific questions. If you do not supply them, others in their network (including your competitors) will. Ensure sales and/or customer service representatives present. Also include the company physical address, phone number and email contact.
SMOT	1. Provide targeted information that helps customers use products or helps them to return or fix them. 2. Think in terms of showing customers how to use products. 3. Distribute how-to videos and user guides. 4. Provide or participate in user forums to support customers.	Be available to answer customer questions
LMOT	1. Targeted communications post-purchase. Use this opportunity to ensure that customers are satisfied with the product.	This involves a combination of customer ratings and reviews as well as sharing their product experiences through a variety of platforms including Facebook, Twitter, Instagram, Pinterest and YouTube.

Knowing from The customer decision journey, the advocate phase and bond phase are crucially for creating a loyal consumer. During the advocate phase the consumer can place content on social media. Dependent on the experience the consumer advocates the product or criticizes it. For this reason, it is a shortcoming that the new mental model does not include a third phase which ensures that the consumer stays satisfied with the product. Earlier stated in this research, the bond phase is heavily relying on digital interactions. If satisfied, the consumer remains engaged with the brand through social media after the purchase. If the bond phase is successfully completed the consumer will repurchase products without cycling through the earlier decision journey stages. Due to the just mention reasons this research wants to contribute a third phases to the new mental model; The Last Moment of Truth (see last row table 2.2).

On the next page a new customer journey model is shown, this model is based on the findings of 'The customer decision journey' and 'The new mental model'. By combining these two models this research aims to create a customer journey that focuses on the relationship with the customer, the so-called Customer lifecycle model.

2.1.4 The Customer Lifetime Cycle
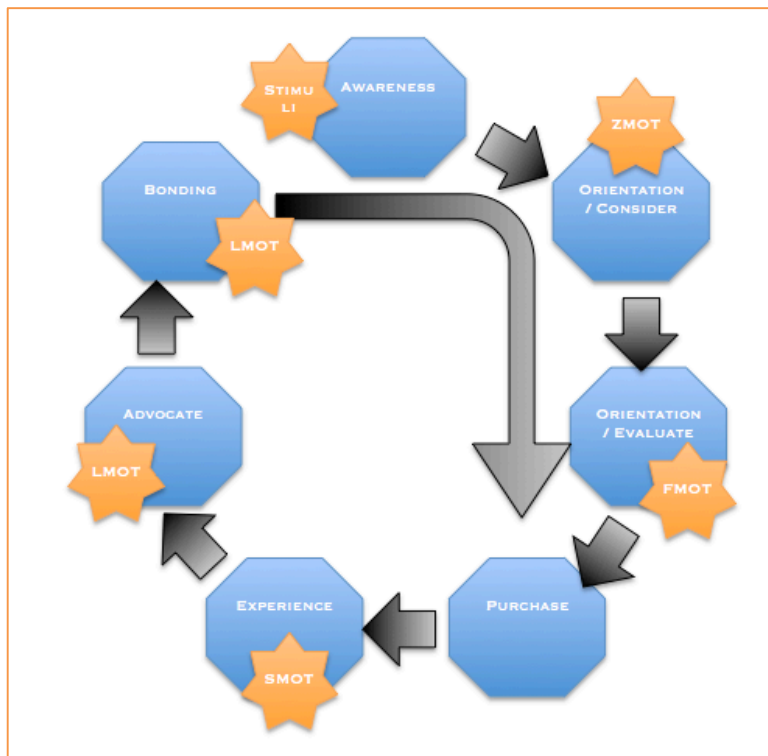
Figure 2.7: 'The Customer Lifecycle'

In the above customer lifecycle model the moments of truths from Google are combined with the customer decision journey phases. The blue coloured octagons are the required stages a customer goes through before coming loyal to a brand. If loyalty is achieved a consumer will skip the early journey phases 'consider' and 'evaluate' at their next purchase (Edelman, 2010).

The orange stars in the presented customer lifecycle represent Googles moments of truth. According the researches Google conducted these touchpoints are important moments for shaping customer's decisions (Lecincki, 2015). The last moment of truth star (LMOT) is added as a result of the findings of the Mckinsey Company (2009) and the researches of David Edelman (2010); the chance of creating a 'loyalty loop' increase by give the consumer the opportunity to follow the brand after purchase.

Before this research decide if or where instant messaging should be used to improve the relationship with the customer, this research will analyse how customer relationships are built. In addition to the customer relationship, the (social media) channels companies use to communicate with their customers are examined as well.

The literature indicate that social media is 'the key' to improve customer relationship nowadays (Edelman, 2010) (Mckinsey Company, 2009). The next part of this study will describe the characteristics and trends of social media. These findings will examine if instant messaging should be applied on the same touchpoints as social media. The next chapter will clarify the term social media and how it is implemented nowadays.

2.2 Social Media

Due to the fact that the described customer decision journey and the new mental model stresses that social media is the key for building up a good relationship, this chapter will indicate what the characteristics of social media are. Based on the social media characteristics this research examined if instant messaging is applied on the same touchpoints as social media, with the aim to create loyalty among customers.

Social media is defined as "a group of Internet-based applications that is built on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content" (Kaplan & Haenlen, 2010). Most noticeable part in this quote is; the creation and exchange of user generated content. As described in chapter 2.1.2 The Consumer Decision Journey this exchange part is crucial for creating a loyalty loop. Disadvantage of this description of social media is that it is described five years ago. The Internet is changing rapidly and it seems above definition of social media has become a little vague (Nations, 2015).

These days social media is an expression that is use a lot, often describing what people post on social media sites like Facebook and twitter, but also describing what people post on apps like Instagram, Pinterest and Snapchat. At almost every (new) website on the world wide web users can post context, for example; websites including blogs, video content websites (YouTube and Vine), Wikipedia websites and even pages with memes such as 9gag. This phenomenon is making the term social media almost applicable for every website nowadays. Due to this reason most people and companies refer to 'online social networking' when talking about social media. The term 'online social networking' referred to an online platform (with profiles) to build social relations among people who have similar interest, backgrounds, activities or real-life connections (Ellison, 2007). Most famous and used social network site in The Netherlands is Facebook, followed by YouTube, LinkedIn and Twitter (Turpijn et al., 2015). These social media websites are particularly useful for the customer decision journey because of their user-generated content sharing opportunities.

By splitting up the term 'social media' in two individually words create a broader but more simplify definition. The 'social' part' refers to interacting with people by sharing and receiving information including a sender and receiver. Also known as two-way communication (Scaglione, 1988). Creating a two-way interaction with the customer comes back in all the described strategies in this paper and is seen as the goal of the concerned strategies. The 'media' part refers to a tool of communication, like the Internet. So a more basic broad definition for social media; 'A web-based communication tool that enable people to interact with each other by both sharing and consuming information (Nations, 2015).

According the zero moment of truth the smartphone becomes more important and plays a key role in the customer journey. The basic communication functions on a phone such as calling or text messaging are not web based and therefore not seen as social media. The so-called 'instant messaging applications' on the other hand offers more perspective (further explained in chapter 2.3 Instant Messaging). Knowing that instant messaging diverse from the 'classic' social media channels such as Facebook and Twitter this study investigates what the influence of instant messaging tactics is on loyalty during the customer journey.

Since 2010 Newcom Research & Consultancy conducts a large-scale study about the social media use among Dutch citizens older than 15 years. This longitudinal study shows that social media platforms are very popular among the Dutch citizens. The number of users has grown in recent years; 9 out of 10 Dutch people are active on social media in 2016. The largest platforms used in the year 2016 WhatsApp; 9.8 million users, Facebook; 9.6 million users and YouTube; 7.2 million users (van de Veer, 2016). Some interesting conclusions from this report are:

- WhatsApp is the largest platform in 2016. Facebook and YouTube continue to grow
- Facebook is growing especially among the elderly, youth drop stabilizes in 2016.
- The use of social media continues to rise, concerns about privacy are high.

Figure 2.8: Top 6 most used platforms in The Netherlands

WhatsApp is originally build as an instant messaging service but due to it large platform of users, content share options and social media characteristics WhatsApp nowadays is often seen as a social media channel (Newcom Research & Consultancy, 2010). This research will not participate in the discussion if WhatsApp is classified as social media but will look at the possibilities of this media for creating loyalty among consumers.

Next to the conclusions of the rapport from New Research & Consultancy the statement of Fred Wilson is favourable for the implementation of instant messaging into the consumer journey. Wilson (2014) predicts that social media platforms are matured and that there is almost no more room for innovation, he also claims that 'messaging' will be the new social media. According Thompson (2014) the fourth computer era has arrived, after the three eras of PC, Internet and mobile this era will be dominated by messaging services. At last Marcus (2015), CEO PayPal and head Facebook's messaging department states to companies; 'Implement your own WhatsApp channel, or your simply not involved'. He also claims that he wants to reinvent the messaging between customers and companies.

All the above-described predictions are favourable for the implementations of instant messaging service, therefore this study aims to investigate how and where instant messaging should be implemented during the customer journey to create loyalty among customers. This research focuses on the Dutch population but it is interesting to check if the trends among social media and instant messaging in the Netherlands correspond with trends worldwide. Below an overview of the monthly active users of the top four social networking applications and the top four instant messaging applications.
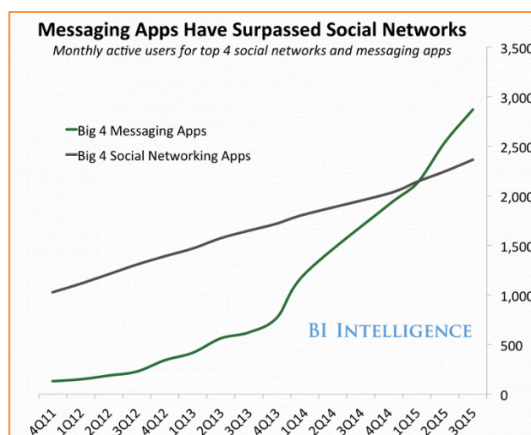
Figure 2.9: Messaging Apps Have Surpassed Social Networks. Schlicht, M (2016).

The conclusions that is drown from the above study; the four biggest messaging applications have seen a huge increase in users since 2014 and now even have more users than the big four social networking applications. These figures are worldwide measured but similar to the trends in the Netherlands (see figure 2.8: Top 6 most used platforms). In general, more people use instant messaging than people use social networking applications. If a company wants to be where the people are, they need to be inside the instant messaging applications.

The most powerful company worldwide in the social media and the instant messaging business is Facebook. Alongside the famous social networking website facebook.com they are in possession of one of the most popular instant messenger services; Facebook messenger which is integrated within the Facebook social networking application and the popular (especially in the Netherlands) application WhatsApp. These two instant messaging applications process sixty billion messages each day, which is three times more than text messages sent each day on the absolute peak of texting (Facebook F8 Conference, April, 2016). One of the big announcement of this world wide leading messaging company is stated as followed: 'Nobody wants to install an app for any business or service he wants to be in touch with' (Zuckerberg, 2016). The intention is that Facebook Messenger is a central place for businesses and their customers to interact. In the future companies can use the Facebook Messenger service platform to create chat bots (further explained in chapter 2.5.2 Chatterbots) to communicate directly with customers (Zuckerberg, 2016). Through this service, users can for instance order products and the chat robot can send links, text or images. This development in the instant messaging market seems favourable for the use of instant messaging for companies, therefore it will be further explained in chapter 2.5 Instant Messaging Tactics.

2.2.1 Current Channel Strategies

Social media is popular among the Dutch population (van de Veer, 2016) and improve customer relationship (Edelman, 2010) (Mckinsey Company, 2009). The characteristics of social media match with the characteristics of instant messaging (Newcom Research & Consultancy, 2010), additionally instant messaging applications are nowadays more used that social networking applications. Instant messaging can only be used trough a channel that communicates using a smartphone. The following part highlights the current channels companies use reach out to their customers, the focus is on finding possibilities for smartphone and instant messaging use.

There are four different channel strategies, below the strategies are ranked from old fashion to a more modern way of communicating with the customer. In addition, the different channel strategies are shown in figure 2.10.
1. Single channel: customers can buy through one channel.
2. Multichannel: customers can buy through multiple channels, compare physical shop and web shop, but the channels operate independently.
3. Cross-channel: customers can purchase products and switch between different channels during this process, the sale takes place on one of these channels (Wallace et al., 2004).
4. Omni-channel is an evolution of multi-channel and cross channel. The goal is to optimally serve consumers through multiple channels.

According the blog of Van der Kooi (2015) on frankwatching.com is Omni-channel the latest development in channel strategies.

More than Multichannel and Cross-channel, Omni-channel is more an ideology that is pursued. In this ideology, the customer is placed central while the channels are rotating in harmony around him. The channels complement each other and complement such that there is synergy. Each channel has its own unique properties and therefore can fulfil a specific purpose (Piotrowicz et al., 2014). Nowadays a customer does not distinguish between channels, consumers do not see a channel, but a brand. Customers do not buy or orientate in a (web)shop, but they buy (for a reason) a certain brand. Depending on timing, location or 'phase' (consider phase, evaluate phase or buy phase) they choose a channel that fits best at the time. The customer must be able to move seamlessly between the channels (Verhoef et al., 2015). The smartphone plays a key role, because this device connects the online world with the offline world and the customer has this device with them in the (physical) shop (Agrebi et al., 2015).
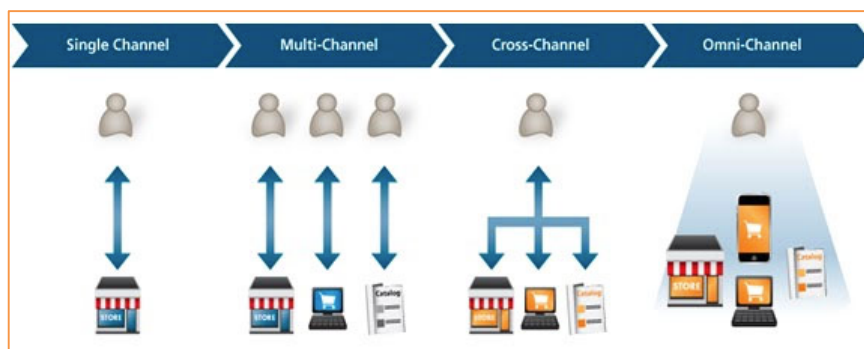
Figure 2.10: Different channel strategies. Adapted from 'all you need to know about Omni channel' by *Marketing Abacus.* Retrieved from http://www.abacus.nl/wat-is-omnichannel

On the blog of Frankwatching Van der Kooi (2015) explains that customer relationship management is more imported than it has ever been before. Customers increasingly choose a channel where they already operating, companies and brands follow afterwards. With this fast switching behaviour of the customer between devices (tablet, desktop, laptop, smartphones) and communication channel (Facebook, Instagram, LinkedIn, email, WhatsApp) the customer also expected that organizations switch that quickly.

' Sending the right message, to the right person, through the right channel, at the right moment. '

- Will Dongleur

2.2.2 Social CRM

The Omni channel concludes positive for smartphone use and therefor positive for the possibilities for instant messaging. The social CRM strategy combines social media with the channel where the customer is already active, according van de Veer (2016) the smartphone. The next paragraph will highlight the characteristics of the social CRM strategy to find out if these characteristics are applicable for instant messaging as well.

The first part of the literature review concludes that being active on social channels is extremely important to build loyalty among customers. Therefore, a detailed look to the social channels strategies is required. Beside on the Marketing Technology Trade 2015 Will Dongeleur (2015) emphasized the importance of social media channels by combining the Omni-channel strategy with Customer Relationship Management, the so called Social CRM. The Omni-channel strategy explains it is about communicate through the channel where the customer on that moment already active is. The social CRM strategy amplifies this by engaging customers through social media with goal of building trust and brand loyalty (Kotadia, 2010).

To understand how customers should be engaged through social media the term social CRM needs to be dissects; Social CRM combines the features of Web 2.0 and social networking with the current CRM system (Mohan et al., 2008). The web 2.0 describes websites that emphasize user generated content, usability and interoperability. Web 2.0 sites allow users to interact and collaborate with each other in a social media dialogue (Maness, 2006 and O'Reilly (2007). Examples of Web 2.0 are; video sharing sites, blogs, wikis and social networking sites. The customer relation management part of social CRM has little in common with technologies from a traditional CRM system but stands for a company strategy. The purpose of social CRM is getting closer to customers, holding conversations with customers, creating customer engagement and building stronger relationship with the customer (Faase et al., 2011). The best way to achieve this is by creating a two-way interaction between customer and company where the customer has the leading role during this conversation (Greenberg, 2009). Again the two-way interaction comes forward in a popular strategy, a smartphone is designed for having conversations therefore it is suitable to use during the social CRM strategy. This given is positive for the use of instant messaging, how instant messaging is applied on smartphones is explained in the next chapter; 2.3 Instant Messaging.

Creating a two-way interaction with the customer comes back in all the described strategies and is seen as the key element to achieve the goal of the concerned strategies. The goal of these strategies slightly differs from each other (see table 2.3) but all focus on creating a positive relationship and serving the customer optimally. Remarkable is the shift from the traditional sale focused AIDA model (Strong, 1925), to the present relationship building strategies. The following table shows an overview of the treated strategies and their matching goal and channels.

Table 2.3
Discussed Strategy Summary

Strategy	Goal	Channel
The Consumer Decision Journey	Creating 'loyalty loop' by construct a positive relationship with the consumer.	Trough social media
Zero Moment of Truth	Inform the customer on most critical moment, going from undecided to decided.	A online channel, increasingly smartphone
Omni-Channels	Optimally serve the consumer through multiple channels.	Where the customer is active. Tablet, desktop, laptop & smartphones plays a key role.
Social CRM	Building trust and brand loyalty	Trough social media

By summarizing the goals and channels of the concerned strategies in the above showed table the following trends are concluded:
- Companies should focus on relationship building with the customer.
- Creating a 'loyalty loop' during the consumer decision journey.
- Building trust and brand loyalty.
- Be present on the critical moments (deciding to buy or not to buy a product).
- Create a two-way interaction trough social media and smartphone.

2.3 Instant Messaging

The applications that give the user the opportunity to send messages to other users are named instant messaging. The definitions of this type of communication is stated as followed: Instant messaging (often shortened as IM) is the exchange of text messages through a software application in real time. One of the features an instant messaging applications has is the function to see if your chat partner is online and connected through the selected service (day et all., 2000). The applications are mainly based on text sending but most (used) applications also support video chat, file sharing and sending voice messaging. The following table contains an overview of the most popular used instant messaging applications.

Table 2.4
Instant Messaging Applications (Corpuz, 2015).

Instant Messaging App	Features	Special Features
WhatsApp	Easy setup, send text, photos, voice and video	Ad-free, Most use chat app in The Netherlands
Viber	Send text, emoticons, photos, voice and video	Call non-viber numbers
Yahoo Messenger	Cloud-based photo sharing, GIF search	Offline mode, Social media features
PlayStation Messages	Chat for PlayStation users	Focus on gamers and games
Telegram	Encrypted messaging	Secure mode, self-destruct
Signal	Military grade encryption	Open source
Blackberry Messenger	Control who sends you text	PIN system
Facebook Messenger	Messaging for Facebook users. PC based	Larges worldwide network 7 million Dutch users
Skype	Focus on video and call	Call to landlines
WeChat	Friend Radar, People Nearby	438 million users. Dominates Chinese market

For this research an instant messaging application including the following two conditions is desirable; large market share on the Dutch market and build for primarily smartphone use (this due to the recommendations of the zero moment of truth and the Omni channel strategy). In the Netherlands the most used instant messaging applications are; Facebook Messaging and WhatsApp (Corpuz, 2015). The Facebook Messenger is built within the Facebook application, as result the same (Facebook) network is used, therefore users do not need a smartphone to operate this application. According the zero moment of truth and the Omni-channel strategy the smartphone becomes more important and plays a key role in the customer journey. Based on these earlier findings in the literature study the online channel with the most opportunities within the consumer journey is the smartphone. WhatsApp is for that reason the most applicable instant messaging application for this study, chapter 2.5 Implementation of WhatsApp, focuses on the instant messaging application WhatsApp.

' Messaging is where we spend a ton of our time and expect to communicate. It is ridiculous we still have to call most businesses. '

- Josh Elman

2.4 Loyalty

The first part of this literature study concludes that loyal consumers will skip the early journey phases 'consider' and 'evaluate' at their next purchase, the so called loyalty loop (Edelman, 2010). According the Mckinsey Company (2009) and the researches of David Edelman (2010) the chance of creating a 'loyalty loop' increases by given the customer the opportunity to follow the brand after purchase, respond to the phenomenon of content sharing and meet all the consumer expectations. The opportunity to follow the brand after purchase match with the previously described social media characteristics. By looking deeper into the literature, this part of the research aims to find other features that influence the loyalty of a consumer and aims to characteristics of a customer indicating loyalty.

Richard Oliver (1999) contribute a whole research to get an answer to the question: 'Whence is a consumer a loyalty?' Consumer loyalty and satisfaction are connected to each other; loyal customers are satisfied customers but it is not guaranteed the other way around; a satisfied customer is not automatically converted to a loyal customer. According the research of Oliver (1999) the factors superiority of the product, determination and social bonding influence the loyalty of a customer.

Ranade (2012) follows up that loyalty is seen as a customer believes that the brand or product is their best option, the customers think the bought product fulfils the best value proposition. Therefore, the customer wants to do business with a certain brand, even when there may has been a problem with the product. This phenomenon can occur due to the reason that the company where the product is bought has been good to the consumer in the past. This loyal behaviour is recognized by that the consumers does not seek for other companies but are willing to stick with the chosen company even when they need to put extra time and/or effort into communication with the concerned company (Ranade, 2012). In the same article Ranade (2012) describes other factors that recognizes a loyal customer:

- Likelihood to recommend the bought products/company to others
- Likelihood of purchasing other product of the same brand/company
- Likelihood of continue purchasing products form the same brand/company
- Believing that products from the company are superior comparing to products from others
- Not seeking to alternative products, brands or companies
- Giving the company/brand the opportunity to correct problem, without compromising the build-up relationship.

The above describe loyalty characteristics are of importance to measure the effect on loyalty of the different instant messaging tactics. Due to this reason these points will be used as input for the questions in chapter three.

2.4.1 Customer Relationships

The goal of all the treated strategies in this study slightly differs from each other (see table 2.3) but all focus on creating a positive relationship and serving the customer optimally. Before diving into the possibilities of instant messaging during the customer journey this section want to state clearly what customer relationships is.

According the commitment- trust Theory of Relationship Marketing from Morgan and Hunt (1994) two factors must exist before a relationship is successful, trust and commitment. In comparison with short-terms goals such as profit, relationship-marketing focus on the long-term goals, forming bonds by meeting the customer needs and honouring their commitment. When the strategies are applied well, the customer will trust the organization and the mutual loyalty helps both parties fulfil their needs (Morgen & Hunt, 1994). The first factor trust means; the confidence both parties in the relationship have that the other party will not do something harmful of risky. The second factor commitment; involves a long-term desire for a partnership (Brink & Brendt, 2008). This desire ensures that the company invests in developing and maintaining a relationship with it customer. Result of a relationship that is built on trust and commitment is that the customer not only gets the product, the customer feels valued as well. In return the company receive loyalty from the customers, which ensures that the customer at the next purchases will not consider another set of companies but stays loyal to the company where the relationship is build up (Morgen & Hunt, 1994). The different kind of relationships between customer and company is described in the next chapter.

2.5 Instant Messaging Tactics

On basis of the existing literature this research aims to see a distinction on how companies should use instant messaging. Every customer is different and therefore need another approach (Meyer et all., 2007). By looking at different customers and the different relationship with these customers this chapter creates different customer relationship groups. Matching these different customer relationships with different customer approaches will result in personas and the corresponding instant messaging tactic.

2.5.1 Different Customer Relationships

According the business Model Canvas there are nine business model building blocks, the customer relationship block describes different examples of relationships (Osterwalder et all., 2010). By pointing out the different relationship types and link them to the different instant messaging features the earlier presented customer life cycle is extensive with more detailed information on how companies should use instant messaging.

1. Personal Assistance

A relationship based on interaction between the customer and the company. The client communicates with a real person. Such assistance is performed during sales and/or after sales. This form of customer relationships is often used at accounting firms and consulting companies.

2. Dedicated Personal Assistance

Most intimate and hands on personal assistance relationship off the different described customer relationships. Within this relationship it is common to assign a representative to handle all the needs and questions of these customers.

3. Self-Service

A relationship in which there is no direct relationship, so an indirect relationship between a company and the customer. The company provides resources that allow customers to help themselves effectively and easy. This kind of relationship is often seen in web shops.

4. Automated Services

This type of relationship is a digital relationship through automated services. It is similar to self-service but more personalized and it has the ability to identify individual customers and their corresponding preferences. This type of customer relationship is found at an automated help desk and at companies that send newsletters to their clients. Automated services relationship is also often applied when companies are solely online like Amazon.com and Bol.com.

5. Communities

A company wants to show more commitment to the customer, companies facilitate a community for their customers. Within these community platforms customers can share knowledge and solve problems (user-generated content is favourless for loyalty (Edelman, 2010)). This form is suitable for specific groups with specific problems / needs.

6. Co-creation

A superlative form of communities is co-creation. Together with the customers input a company creates new value, during this process their products better aligned with the expectations and needs of the customer. Through this process the engagement of the customer will increase and the chance of becoming loyal to the company increases (Osterwalder et all., 2010).

Instant messaging is highly suitable for customer relationships that require a lot of personal contact, for instance the (dedicated) personal assistance. This is due to the fact that instant messaging is in comparison with other (social) media a quite closed platform, hereby the customer feels personally helped. The low degree of openness and by the easy approachability instant messaging triggers the customer to fully express themselves.

Instant messaging is less suitable for customer relations who require a lot of communications between a group of people and a company, for instance the communities. WhatsApp has a function where a group chat is possible (see chapter 2.5.1 WhatsApp business applications), therefor it could be used for the community relationship, however other (social) media channel offer better and more organized characteristics (Facebook for example). Looking at the automated service customer relationship, instant messaging could be the ideal outcome if it all is controlled from some kind of automatic computer system. This research is not going deeply into the software that enable the user to use instant messaging on a computer but the technique of chatterbots (is explained on the next page) makes this type of customer relationship highly suitable for instant messaging.

2.5.2 Chatterbots

Alan M. Turing (1950) once opened his research paper with the following famous quote: 'I propose to consider the question, '*Can machines think?*' Turing developed a philosophical framework to find an answer to this question. The most famous section from Turing's philosophical framework is 'The Imitation Game'. This test was to assess a machine's ability to exhibit intelligent behaviour equivalent to, or indistinguishable from, that of a human (Turing, 1936). A 'Chatterbot' is a computer program, which conducts a conversation through textual methods (Mauldi, 1994). Chatterbots are highly suitable to pass the 'Imitation game' of Turning. 60 years after Turing's death on 7 June 2014 the first chatterbot 'Eugene Goostman' past the Turning test (C.A.C.M Staff, 2014).

Due to the fact that a chatterbot can imitate human behaviour, a chatterbot can replace an instant messaging user. As mentioned in the introduction of this research the biggest messaging application in china WeChat is making use of the chatterbot technique. Beside WeChat the CEO (mark Zuckerberg) of Facebook Messenger and WhatsApp invite more developers and business to build bots for his instant messaging services (Olson, 2016). The use of chatterbots for leisure, imitating a (fictive) person (for example the chat account of Miss Piggy) or a simple (poker) game within the chat application belongs to the modern options a chatterbot can perform (Luckerson, 2016). From this commercial research point of view not interesting for further analysis.

The chatterbot applications focused on business is seen as an instant messaging tactic. The bot can answer continuously, on simple questions concerning opening hours, directions, terms and conditions or handle simple orders. The big advantage compared to a real person answering the incoming messages; a chatterbot can replay within seconds, in multiple chat conversation at any time of the day (Olson, 2016). These facts are consistent with the findings of Duursma (2016) about the implementation of WhatsApp for business. One of the conclusions off his research mention that the biggest challenge of implementing WhatsApp in a company is the response time; 'only start with WhatsApp if you are sure you can respond quite quickly. Otherwise, this is a difficult medium' (Duursma, 2016). By using chatterbots this requirement is met.

2.5.3 Tactics

A strategy is a larger, overall plan (that can include several tactics), has a broad perspective and is oriented on the future. A tactic is defined in literature as a conceptual action aiming at the achievement of a goal and or strategy. Tactics contains tasks, procedures or plans that are carried out and may be part of a larger strategy (Sundar, 2007). According the research question of this study ('What is the influence of instant messaging tactics on loyalty during the customer journey') the strategy is to create more loyalty among customers. A tactic address how a company should succeed in making customers more loyal by deploying instant messaging on the different touchpoint during the customer journey.

Personas are defined as 'fictitious user representations created in order to embody behaviours and motivations that a group of real users might express, representing them during the project development process' (Junior, & Filgueiras, 2005). In other words, personas are representations of target group user(s), in this research they are called customers. The use of target group user profiles and personas have a lot of advantages; one of the benefits of personas is to enable the sales team of a company to identify the target group and to communicate effectively with them (LeRouge et all., 2013).

By combining the different customer relationships, phases of the customer lifecycle and customer touchpoints this research aims to creates three different groups of fictitious customers, the so-called persona's. On this basis of these persona's different instant messaging tactics will be assigned, these tactics will be implemented in the Instant messaging reference model.

Four from the six different described customer relationships have favourable characteristics for instant messaging;

     Personal assistance,
     Dedicated personal assistance,
     Automated services,
     Co-creation.

The following phases in the customer lifecycle are suitable for instant messaging:

     Orientation consider / evaluate,
     Purchase,
     Experience,
     Advocate,
     Bonding loyalty loop

Combining the different customer relationships with the customer life cycle phases the following three personas / tactics are drawn:

- **Persona 1**   **Whole Journey Service Tactic**
                        + Orientation consider / evaluate, Purchase and Experience phase

This first persona describes a customer who wants personal assistance during almost the whole journey; after getting the motivation / stimuli to buy a certain product, this type of customer wants or needs information on each touchpoint in the customer journey. By interacting trough instant messaging the customer is guided through the whole process of buying a product, from giving product information till sending a payment link. Due to the reason that this type of customer needs or wants a lot of personal assistance before purchase, this persona also has a high need of assistance after the purchase on how the product is used. The need of assistance after sales matches with the SMOT touchpoint in the Experience phase. When the communication between this persona and the company is good, instant messaging is used for follow-up or new sales in the last phases of the customer journey.

- **Persona 2**   **Chatbot Service Tactic**
                        + Orientation consider / evaluate, Purchase and Experience phase

The seconded persona is aimed at the consumer that wants immediate answers on relativity simple questions. Just as the first persona this customer goes through the same stages, however, there is less need for specific customized information. This type of customer does not want to read through long product specifications, instructions or the Frequently Asked Questions pages, but wants a quick answer to questions or place an order. For example, a customer wants to visit the cinema next week. By sending a text message with the question: 'Which movies are playing next week?' followed up by;' What day and time is movie X playing?' After the customer has confirmed the movie, the chatterbot sends the available seat numbers including a link with a payment request. When for example a product needs to be returned, the chatterbot can serve this consumer by sending information that helps to return the bought product.

- **Persona 3**   **After-sale S'ervice Tactic**
                        + Experience and Advocate phase

At this type of consumer, it is all about the SMOT and the LMOT, the after sales communications. This persona is open for customer relationships build after the product is bought. By asking feedback as a company this consumer feels important and appreciated (Osterwalder et all., 2010). In the Advocate phase the consumer leaves information on review sites and post updates across social media (Sutton, 2011). This persona wants to be involved in further development of the product. If satisfied, this consumer remains engaged with the brand through social media after purchase, which increases the chance that the consumer becomes loyal to the brand (Edelman, 2010). This engagement is set up through instant messaging because that is the online channel where the customer is most active.

By combining different customer relationship types with the different phases from the customer lifecycle the three above describe personas are created. The personas describe how different customers want to be treated during their customer journey, by adding the instant messaging possibilities to these customers creates the following tactics;

Table 2.5
Instant Messaging Tactics.

Customer Relationship Type	Instant Messaging Tactic	Title of Tactic
Personal Assistance	Communicate with real person during whole customer journey	Whole Journey Service
Dedicated Personal Assistance	One-on-one conversation on a closed platform, personal guidance during entire purchasing process	
Self-Service	No need for instant messaging	None
Automated Services	Chatterbot, automatic reply	Chatbot service
Communities	Other (social) media offer better characteristics for creating a community	After-sale service
Co-creation	As aftersales communication, asking for feedback	

2.6 Implementation of WhatsApp

To get a clear picture on how instant messaging should be use, this chapter illustrate some field case examples. WhatsApp is the chosen instant messaging application to serve as case example. The reason for using WhatsApp is based on the fact that WhatsApp is the most used instant messaging service within the Netherlands.

2.6.1 WhatsApp Business Applications

Before implementing the instant messaging tactics into a new designed customer journey the four different WhatsApp business applications, the added value and some case examples of WhatsApp are described.

The way WhatsApp is implemented for company use is distinguished in four different ways:
1. **Share button** to WhatsApp, a quick way to let users share a website or service with other WhatsApp users.

With the share button to WhatsApp on a (mobile) website or an app, users can share content or sending a page to contacts or groups within WhatsApp. The share button is the least intensive way to fit WhatsApp in a company. Most sites use some kind of share buttons to quickly share pages on Facebook, Twitter and now it is also possible for WhatsApp. Links that are shared by Facebook, Twitter are public but WhatsApp sharing data always comes into an atmosphere of trust, according Duursma (2015) this is favourable for customer trust.

2. **Mailing list** within WhatsApp, possibility to create a mailing list of recipients to approach a target audience with a message directly.

With the mailing list option in WhatsApp a company can send a message to a list of recipients. Just like a normal chat message text, photo, voice clips, video, location or contact information is send this way. Messaging in a mailing list is only possible if the recipient has the senders phone number in their contact list, this is a measure to prevent spam. Another measure from WhatsApp to prevent spam is the maximum amount of 256 recipients in each mailing list, but it is allowed to create multiple mailing lists.

3. **Group chat** in WhatsApp, approach more people in a group chat.

Group chats on WhatsApp are group discussions, where participants (with a maximum of 99) can send each other text messages, photos, videos, voice clips and locations.
Group chats differ crucially from the mailing lists. In a group chat recipients are together in a chat group. They can see each other's contact data without restrictions and read each other's messages. Group chats lend themselves for discussions without interaction from the outside word. Important note is that there is no control over the chat, if the group is fanatically in exchanging messages, there is a chance that own (company) send messages quickly disappears from sight.

4. **Web care** through WhatsApp, improve customer relationship by answering questions posed by customer trough WhatsApp.

In following of Twitter and Facebook, WhatsApp is a simple way to connect with customers. Once a customer added the phone number of the company in their contact list, a conversation with the added company can start. Since May 2016 WhatsApp has an own desktop application, therefore the mobile application is also operational through a computer. From a company point of view this development is favourable because of the organizationally simplification of customer care (Duursma, 2015).

Next to the above options for a company, WhatsApp has advantages compared with other social media channels. First one is the amount of users in the Netherlands (9,8 million), almost every adult has the instant messaging application on the smartphone. WhatsApp is also the daily most launched application on smartphones in the Netherlands, resulting in a tremendous amount of daily send messages. By push notifications for each new message and the clear indication of an unread message, WhatsApp has a high ease of use. A message in WhatsApp will always ends up in an atmosphere of trust, it stands between conversations with friends and family. Because this sense of trust it is more likely that a receiver will press on a link. Interesting form a company point of view this gives a great opportunity that a call-to-action is being followed (Duursma, 2015). A really important note comes from the 'national email survey 2015'; only one percent of the Dutch citizens will appreciate if they receive advertisement trough WhatsApp (Blinker & CG Selecties, 2015).

2.6.2 WhatsApp Business Cases Examples
According the described implementation options WhatsApp is used for similar objectives as social media. If implementing social media in a customer journey to build a better customer relationship is the mail goal, sub goals for creating a better customer relationship are inter alia; engage customers, inform customers, persuade customer and bind customers (Gummerus et all., 2012). With the four discussed functions WhatsApp is used to achieve the same goals. To get an overall picture on the four discussed WhatsApp implementation, several business cases are presented.

1. Styling advice in the clothing industry
> With WhatsApp users/customers can send simple (clothing) graphics. Clothing brands give their customers advice by sending recommended clothing. Some brands (Zalando, Wehkamp and Bijenkorf) are still testing, while other brands have the necessary experience. Suitsupply has its CRM system linked to WhatsApp, therefore payments are possible with a simple link within the WhatsApp application.
2. Questions for airline companies
> Airlines companies (like KLM and Transavia) use WhatsApp mostly as a customer service. For example, customers have booked a trip but still have a question about the luggage conditions? Customers can make this easy and quick by sending the question trough WhatsApp.
3. Citizen municipalities
> The channel is fast, accessible and citizens do not have to leave their house. WhatsApp for municipalities is seen as citizen service; where can I put my trash? Or what is the price of a new passport?
4. Support for insurance
> An accident report is time consuming, but through WhatsApp it goes much faster; scan, e-mail is no longer needed according Ditzo, Interpolis and Ohra. These companies made promises about rapid response. According them this is crucial, the same applies to the 'opening' hours of the service.
5. Apply for a job
> The youth often use WhatsApp. Employment agencies (Young Capital) anticipate on this phenomenon with the possibilities of applying for a job by sending a video message. This way the agencies immediately see if someone has a customer-friendly appearance and it offers a candidate an easy opportunity to show enthusiasm for the job.
6. Support for banking
> SNS, ING and ABN are testing the use of WhatsApp since 2015. WhatsApp is maybe not suitable for balances and privacy-sensitive information, but it can help with simple explanations of the national budget, new regulations or when a customer does not have the time to check the opening hours online (on a website), a simple message could solve it.
7. Grocery shopping
> Send your grocery-shopping list (to Spar or Albert Heijn) by WhatsApp and within an hour the grocery will be delivered at your door (Duursma, 2015).

Most of above mention companies are using the 'web care' and the 'mailing list' option of WhatsApp and experienced the use of it positive. According the companies of the described cases the most difficult aspect of using WhatsApp is the preferred fast response time towards the customer. They also emphasize that the business use of WhatsApp will grow the upcoming years.

Due to the reason that the business use of WhatsApp is still in its early stages there is no scientific research that can give confidential figures about the use and experience of WhatsApp among companies and their customers. Therefore, this research aims to investigating how and where companies can implement instant messaging applications like WhatsApp during a customer journey. Before explaining the research methods, a new customer journey based on the findings in the literature review is presented in the next section, the instant messaging reference model.

2.7 Instant Messaging Reference Model

Based on the findings in chapter 2.1.2 The Customer Decision Journey and chapter 2.1.3 Zero Moment of Truth a new customer journey model is presented. One of the conclusion that is drawn after this literature study; instant messaging has enough similarities with the social media characteristics to ensure the same effect; creates loyalty among customers during the customer journey. During the designing of the new reference model the following points are taken into account; the latest trends such as smartphone use (Googles Zero Moment of Truth) and focus on customer relations by using two-way communication trough social media (Edelman, 2010), the different customer relationships and the possible implementation of the instant messaging application WhatsApp.

Table 2.6
Instant Messaging Reference Model.

Customer Lifecycle Phase	Customer Relationship Type	Touch point	Title of the Instant Messaging Tactic	Customer Action	Company Action	Instant Messaging Tactics Implementation
1. Awareness	None.	Stimuli	None.	The trigger a potential buyer gets by seeing an advertisement.	Make sure the target group sees the advertisement.	None.
2. Orientation Consider	(Dedicated) personal assistance & Automated services	ZMOT	Whole Journey Service & Chatbot service.	Seeking (online) information.	Be present (on social media) to provide product information and answer questions.	Show instant messaging number on site. Make sure the company is reachable to provide product information.
2. Orientation Evaluate	(Dedicated) personal assistance & Automated services	FMOT	Whole Journey Service & Chatbot service.	Sees the product for the first time, gets an answer to questions about the product.	Customers are close to purchase; they are seeking answers to specific questions.	Show instant messaging number with the product. Be reachable for questions. Anticipate on customer needs.
3. Purchase	(Dedicated) personal assistance & Automated services	Buy	Whole Journey Service & Chatbot service.	Buys the product.	Online or offline, make the payment easy approachable.	Send the customer a personal payment link.
4. Experience	(Dedicated) personal assistance & Automated services & Co-creation.	SMOT	Whole Journey Service, Chatbot service & After-sale service.	Consumer takes the product home and uses it for the first time.	Be available to answer customer questions.	'Webcare' answer questions posed by customer.
5. Advocate	Co-creation.	LMOT	After-sale service.	Combination of customer ratings and reviews as well as sharing their product experiences through a variety of online platforms.	Facilitate online platforms where consumers can place and share content (public).	'Share button' for sharing content with other users and involve the consumer in product development.
6. Bonding Loyalty loop	Co-creation.	LMOT	Whole Journey Service & After-sale service.	Recommend the product. Repurchase products without cycling through the earlier customer journey phases.	Stay connected with the consumer for follow up sales or stimuli to buy other products.	'Mailinglist' Let the consumer know there are new products.

Due to the privacy regulations of most instant messaging applications it is not possible to contact users when the company number is not in the user contact list. Therefore, instant messaging is not suitable as a stimulus in the Awareness phase. Existing consumers who have the company's phone number can be informed this way, for example to let them know when there are new products. Creating follow up sales is for customers who cycled through the loyalty loop. New customer acquisition though instant messaging is not common (due to the privacy regulation) and therefore not recommend by this study.

The first moment a potential customer can make use of instant messaging is in the Orientation phase, while searching for product information. A company must make sure they offer potential customers an opportunity to reach out to them by sending a messages through an instant messaging application. The reason for a potential customer to send a message to a company can vary from relatively simple reasons like, information gathering (ZMOT) to more creative reasons, described in Chapter 2.6.2 WhatsApp Business Case Examples. When the first contact is made though instant messaging the potential customer and the company are in a private online setting, which is suitable for a two-way communication. If a consumer can respond to a company the chance of creating a loyalty loop increases (Court, 2009). In addition, Greenberg (2009) stresses that the best way to create this two-way interaction between customer and company is when the customer has the leading role during this conversation.

The company can guide the customer through all the following phases, from sending a payment link to be present when the consumer is using the product for the first time (FMOT). While using the product the consumer can send messages to the company for questions or additional information, on this point instant messaging is ideally suited as customer care. As described, it is about creating a 'loyalty loop', this loop will occur if the consumer bond with the brand is strong enough. According the Mckinsey Company (2009) and the researches of David Edelman (2010) the chance of creating a 'loyalty loop' increases by given the consumer the opportunity to follow the brand after purchase. Instant messaging has not the same ideal social media features such as Facebook, therefore at this point the Omni-channel strategy applies perfect. By using the share button option it is possible for satisfied customers to share information or experience about the product with other instant messaging users (LMOT).

The most important goal of using instant messaging is to increase the loyalty of the customer towards the company or brand, hereby the consumer can skip the Orientation phase when purchasing another product (Edelman, 2010). The advantage of instant messaging during the customer journey is that a company can communicate with the customer in a private environment. A company can ask for feedback when a consumer is using the product for a longer time or even send the consumer new related product ideas (stimuli). Once the first contact trough instant messaging is made, a company can support the customer through all Instant messaging reference model phases.
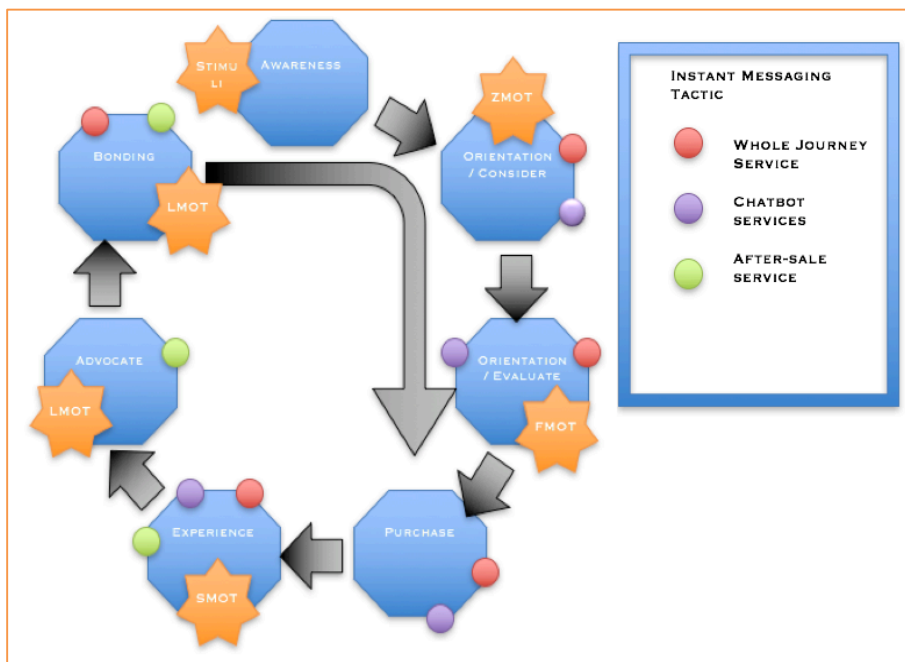
Figure 2.11: Instant Messaging Reference Model

The presented model shows the earlier presented Lifetime cycle, including the phases where according the literature study instant messaging implementation is possible to increase the loyalty of the customer.

2.7.1 Loyalties and Tactics

The goal of this research is to get an answer on the research question; What is the potential influence of instant messaging tactics on loyalty during the customer journey? The three main components of this research are; the instant messaging tactics, the loyalty and the customer journey.

The customer journey describes in the first part of the literature review that if a customer becomes loyal to a company, the customer will skip the early decision-journey phases at their next purchase (Edelman, 2010). According the Mckinsey Company (2009) and Edelman (2010), the chance of becoming loyal increase when the customer is given the opportunity to follow the brand after purchase and by content sharing. These two characteristics are found in social media but instant messaging shows similarly characteristics (Newcom Research & Consultancy, 2010). Therefor this research implements instant messaging on the touchpoints in the customer journey where normally social media is applied.

Beside follow the brand after purchase and content sharing Ranade (2012) follows up that loyalty is seen as a customer believes that the brand or product is their best option, the product fulfils the best value proposition. To see if a customer is loyal Ranade (2012) points out the following:

- Consumers do not seek for other companies but are willing to stick with the chosen company, even when they need to put extra time and/or effort into communication with the concerned company.
- Consumers recommend the bought products/company to others.
- Purchasing other product of the same brand/company.
- Believing that products from the company are superior comparing to products from others.
- Not seeking to alternative products, brands or companies.
- Giving the company/brand the opportunity to correct problem, without compromising the build-up relationship.

To determine if the use of instant messaging increase the loyalty among consumers the above points will be tested by an online survey (see chapter 3. Methods). For answering which tactics should be used this research created personas by combining different customer relationships types with the different customer life cycle phases. The result of this is found in the Instant messaging reference model on the previous page. The tactics are based on the different needs of the different kind of customers among their customer journey. By testing the loyalty of the consumer during the Instant messaging reference model in the next chapter this research aims to support the literature theory and test the usability of the instant messaging reference model.

3. Methods

In this section the research design and proposed methods of the research are introduced. This research aims to investigate if the presented model in the literature study corresponds to the practice of a customer during the customer journey. In addition, the usefulness of the develop reference model is tested. Through verify the presented Instant messaging reference model this research aims to answer the research question.

3.1 Research Design

The main research question is 'What is the potential influence of instant messaging tactics on loyalty during the customer journey?' In the previous chapter different models showed that the latest trend in building up loyalty with the customer is by the use of social media. It has been shown that instant messaging has many similarities with the characteristics of social media that ensure the loyalty of the customer improves. Additionally came forward that the smartphone as a communication channel during the customer journey plays an important role. Based on these findings a customer journey model is presented; Instant messaging reference model. This research aims to examine if the tactics within the Instant messaging reference model creates loyalty among customers, also the reference model itself is examined on usability. Instant messaging needs to be verified as an appropriate channel to creates loyalty among customers within the different phases of the presented Instant messaging reference model.

3.1.1 The Cases

During this research participant will receive an online survey with two small cases where instant messaging is applied. For this research three mini cases are designed, due to the fact that respondents not have unlimited attention each respondent will only be shown two of the three cases. This decision, adjustments in terms of questioning and textual adjustments are described in chapter 3.3 Pre-test.
This study only focuses on products, services are not included. The reason here for is, that services acquire a different customer approach. By leaving services out of this study this research becomes more specific and therefore more reliable. During the cases the participants are asked to take a product in mind, this research does not provide in examples of products. This study aims to give an instant messaging tactic advice for organizations that sells products, generally. By not naming or suggesting specifics products or product groups in the survey, the outcome of this study is applicable to any business who is interested in implementing instant messaging. The three cases describe different touchpoints during the journey a customer makes before, during and after buying a product. The three cases that are treated in the survey are based on the different customer relationships, touchpoints and instant messaging tactics, as described in chapter 2.5.3 Tactics.

The most used and familiar instant messaging service in the Netherlands is WhatsApp (Corpuz, 2015). One of the conditions to participate in this research is that the participant must be familiar with instant messaging application WhatsApp. Participants need to put themselves into the describe cases, therefor is familiarity with instant messaging required. Due to the fact that this research will only use Dutch participants, WhatsApp is chosen as the instant messaging application for the described cases.

3.1.2 The Survey

The survey is filled in on a laptop, desktop or mobile and takes about ten minutes to complete. After each small case the participant is asked about the potential choices they would make according the described situation. The cases describe different situations based on the phases from the Instant messaging reference model. The questions about the cases provide answers among the following subjects;
- To which extent will the participant recommend the company and/or bought products to friends?
- To which extent will the participant consider to buy other products from the same company?
- To which extent will the participant not seek for alternative products, company of brands?
- To which extent the participant is providing the company or brand the opportunity to correct problems, without compromising the build-up relationship?

The literature study claims that, answering above questions indicate whether the customer is loyalty to the bought product and/or brand (Ranade, 2012).

The research on the implementation of instant messaging during the customer journey is an exploratory research. For answering the research question there is different kind of data needed, therefor survey as method suit this research the best. A case study is defined as an in-depth study of an individual or group of individuals (Yin 2013). With the result of this study this paper aims to generalize the findings among a (large part of the) population. For this reason, reliability and validity are important for a research with a case study design.

3.2 Phases of Research

For this research a survey is use as method to test the usability of the Instant messaging reference model and the effect of instant messaging tactics on the loyalty of the customer. Checking the results of the study by using multiple sources reduce the biases and the problems that occur when using a single method. In order to get clarification next to the survey data this study added a small research phase before conducting the survey and thereafter; Desk Research and Qualitative Research.

3.2.1 Phase 1: Desk Research

First, analyse the findings of the literature review and the implementation of the findings into the new Instant messaging reference model. The practical usefulness of the model is discussed as well.

The gathered information about the different customer journeys in the literature review is analysed with the help of an online marketing bureau; Indenty B.V. Enschede, specialized in online marketing channels and skilled in customer journeys. Additionally, Indenty will analyse the instant messaging characteristics and compared them with the social media characteristics. Due to this comparison this study has an extra check to see if instant messaging is suitable for use on the same touchpoints as social media. During this analysis the focus will be on the feasibility of the presented Instant messaging reference model.

3.2.2 Phase 2: Quantitative Research

Second, will be an online questionnaire distributed through convenience sampling (a non-probability sampling technique, participants are selected of their convenient accessibility and proximity to the researcher). By distributing a survey, the main data for answering the research question is collected.

Prerequisite that the respondent is familiar with using the instant messaging application WhatsApp, otherwise it is impossible for the participant to imagine the use of this application during their customer journey. In the questionnaire are small cases where the use of WhatsApp within the different phases of the Instant messaging reference model is described. The questions after the case provide an indication if loyalty potential arise by using WhatsApp.

3.3.3 Phase 3: Qualitative Research

Third, will be an in depth interview with three of the participants.

Reason for this in-depth interview is to determine why the participants have chosen for their answers. This an exploratory study, by adding interviews the qualitative of this study increase. By interviewing this study will have enough additional information to support and or clarify the results. Additionally, by this interview information on how the interviewee goes through the Instant messaging reference model is collected. With the collected data and the statements from the interviews this study aims to point out follow up research topics. During the whole research it is important to focus on creating loyalty by improving the relationship with the customer trough an instant messaging application. The focus should not be on increasing sale by using the instant messaging application WhatsApp.

3.3 Pre-test

Before the survey is published online a pre-test is held. Three selected people fill in the survey while thinking out loud. The selected participants are a good representation of the target group of this study. The things that emerge during this pre-test are:

- To fulfil three cases takes more than ten minutes and the concentration of the participant decreases after the second case.
- Unequal age categories.
- Participants had no trouble coming up with a product in the cases.
- Indistinctness about the ranking questions during the cases.
- Textual and grammar mistakes.

One of the selected pre-test participants is a journalist, by including her in the pre-test group ensures that the survey is free of textual and grammar mistakes.

For this research three mini cases are designed, the pre-test shows that respondents do not have enough attention to full in all the three cases. Due to that reason this study decided to only show (random) two of the three cases to each participant. The two cases will be picked randomly out of the three cases and shown to the participant.

All the three respondents indicated that they found the three cases clear and understandable, besides they indicate that they have no difficulty coming up with a product within the cases. This given is favourable because, now there is no need provide the participant with example products. Making this study applicable for all companies who are interested in the use of instant messaging to create loyalty.

4. Results

In chapter 3 the research methodology is explained, this chapter presents the results of this study. The research methodology describes that the study is divided into three phases; desk research, quantitative research and qualitative research. First part of this chapter will summarize the results of the literature study including the feedback of an online marketing bureau. The second paragraph shows the outcomes of the online questionnaire, the results will form the foundation for answering the research question of this research and assessed the applicability of the Instant messaging reference model. The described Instant messaging reference model in chapter two is tested by means of a survey, the potential influence on loyalty of the various instant messaging tactics is presented in the second paragraph of this chapter. The third and last section of this chapter covers the findings of the conducted interviews with three of the participants.

4.1 Results Desk Research

Based on the findings in the second chapter the Instant messaging reference model is presented. By discussing the findings of the literature review with an online marketing bureau this study has an extra check to see if the claimed statements correspond with their practical experience. First the characteristics of instant messaging are compared with social media characteristics. Additionally, the applicability of Instant messaging reference model is discussed.

Indenty B.V. is specialized to help her partners sell online marketing services, their strategy is based on the journey a customer makes before buying a product in a web shop, their strategy is to lesser extent based on the journey a consumer makes after buying a product. According the expertise of this internet marketing bureau can (especially WhatsApp) instant messaging applications be classified as social media. Arguments for this; sending online messages to one or multiple persons, sharing of content (photo, video, data and voice clips) plus the fact that is possible to add a profile picture with a profile status. Indenty B.V. view on instant messaging corresponds with the characteristics described in the literature study. However, Indenty B.V. agree that the social media platform Facebook and the instant messaging application WhatsApp have a lot in common (see above arguments) but indicate that some characteristics differs (see also Chapter 2.2 Social Media). According Indenty B.V. the main difference between the classic social media channels (Facebook, Twitter) and instant messaging applications is the degree of openness. Where Twitter messages are open for everyone has instant messaging a much more closed character, messages can only be seen by the receiver. Indenty B.V. concludes that instant messaging is used at the touchpoints as regular social media but that it cannot replace the current social media channels. According to Internet marketing bureau Indenty B.V (2016) will instant messaging suits perfect as additional social channel to strengthen loyalty among consumers.

The reaction of Indenty B.V on the Instant messaging reference model is positive. They see a favourable chance for companies; have an instant messaging conversation with a potential customer in the early phases of the customer journey. According Indenty B.V. this early contact is crucial for companies, in the Orientation phase it is important to find out the needs of the customer and respond to the needs. Indenty B.V also claims that if the customer has a private chat conversation with a company, the customer will, to a lesser extent search for alternative companies or products, this given is favourable for the loyalty rate (Ranade,2012). From a consumer perspective, Indenty B.V. sees the best instant messaging opportunities just before the purchase and in the phases after the purchase, as an after-sale service. Indenty stresses that instant messaging according them should not be used as a push marketing tool, but that the users should always start the conversation. This way the customer will feel in charge and evaluate the instant messaging service as a positive service. Indenty is curious about the effects on loyalty and wonders about the possibility of adding speech to the chatbot services. However, this study is delimiting to (text)messaging and will not go into that question. To find out if the presented instant messaging tactics in the literature study contribute to the potential effects on loyalty of the customer, a survey is conducted. The results of the survey are found on the next page.

4.2 Results Quantitative Research

To test the presented Instant messaging reference model in chapter two an online survey is distributed. In total 302 people participate (n=302), as described in the third chapter, the survey is divided in three different cases. All the three cases represent an instant messaging tactic (see chapter 2.5.3 Tactics), the questions raised in each case correspondent with the different phases within the Instant messaging reference mode (see chapter 2.7 Instant Messaging Reference Model). Questions from the mini cases provide information about the (possible) generated loyalty through the use of WhatsApp within the corresponding phase of the Instant messaging reference model.

162 participants finished the questions of the 'Whole journey service case', 159 participants finished the questions of the 'Chatbot service case' and 167 participants finished the 'After-sale service case'. Of all participant 60% is male and 40% female, more than half of the people who participate in this study (57%) is between the age of 22 years old and 27 years old. 134 participants (44%) reported that their education level is 'University of Applied Sciences', a quarter of all participating friends and associates of the researcher are Post Graduated. For the complete list of questions and corresponding answers, see appendix 2. Questionnaire responses.

This research aims to see the influence of different instant messaging tactics on the potential influence on loyalty during the customer journey. The results of each different tactic on the loyalty of the participant is shown in the upcoming three paragraphs.

To see if the loyalty questions (developed in chapter 2.7.1 Loyalties and Tactics) are measured within the same construct, Cronbach's alpha is applied. The reliability of a scale of various items is analysed by means of Cronbach's alpha to view if the expected correlation of the scale items measures the same construct.

The questionnaire contains three different cases, each case presents different phases of the Instant messaging reference model (see figure 2.11). After each phase three questions about loyalty are asked (see appendix 1, Questionnaire). To combine the outcome of these three questions into one loyalty rate score the reliability of the questions is measured by Cronbach's Alpha, the results are found in the table below.

Table 4.1
Cronbach's Alpha

Question number & Case name	Cronbach's Alpha Loyalty rate
Question 1 Whole journey service	$.832\alpha$
Question 2 Whole journey service	$.919\alpha$
Question 3 Whole journey service	$.911\alpha$
Question 4 Whole journey service	$.909\alpha$
Question 5 Whole journey service	$.874\alpha$
Question 6 Chatbot service	$.811\alpha$
Question 7 Chatbot service	$.868\alpha$
Question 8 Chatbot service	$.881\alpha$
Question 9 Chatbot service	$.885\alpha$
Question 10 After-sale service	$.796\alpha$
Question 11 After-sale service	$.841\alpha$
Question 12 After-sale service	$.875\alpha$

The questions after each Instant messaging reference model phase show enough internal consistency (alpha is more than the recommend $0,7\alpha$). The question; Till what extend will you looking for alternative products, companies or brands? Is recoded to the same measurement scale. The reason hereof is due to the other two questions where a high score (on an eight-point scale) contributes to a better loyalty rate. The less the participant looks to alternative products, the better for the loyalty rate, therefore this question is recoding into the same measurements scale as the other two loyalty questions.

From this point in the research; the three loyalty questions asked after the Instant messaging reference model phases are combined into one loyalty rate score figure. By transforming the answers of these three questions into one loyalty score gives an insight on the main question (What is the potential influence of instant messaging tactics on loyalty during the customer journey?) The next paragraphs show the potential effects on loyalty when WhatsApp is used during the customer journey, divided into three different tactics, starting with the whole journey service.

4.2.1 Whole Journey Service Tactic Results

This instant messaging tactic goes through the Orientation/Consider phase, the Orientation/Evaluate phase, purchase phase (no instant messaging touchpoint), Experience phase and the Bonding phase.

The participants filled in to what extent (on a scale from one to eight) they will 'consider buying products from this company', 'recommend this company to a friend' and 'looking for alternative products' for each phase. These three questions indicate the level of loyalty a customer has within the corresponding phase. By combining the rates of these three questions to one, an overall (loyalty) rate arises. (The data of the question 'looking for alternative products is recoded into same valuables as the other two questions). After the loyalty questions in each phase, the participant is asked 'how the use WhatsApp is appreciated in the described situation'. The results are presented below

Table 4.2
Whole Journey Service Tactic results.

Phase N=162	Orientation/Consider	Orientation/Evaluate	Experience (Positive)	Experience (Negative)	Bonding
Loyalty rate	4.73μ 1.22 SD	4.99μ 1.39 SD	5.03μ 1.41 SD	4.65μ 1.36 SD	4.40μ 1.35 SD
WhatsApp appreciation	5.43μ 2.14 SD	5.50μ 2.17 SD	5.54μ 2.08 SD	5.43μ 2.09 SD	3.70μ 2.31 SD
Correlation score	.703	.750	.770	.649	.709
P value	.000	.000	.000	.000	.000
Unstandardized Beta	.402	.482	.521	.423	.415
95% confidence interval for B	.341 - .464	.416 - .547	.454 - .587	.346 - .501	.351 - .478

As presented in above table, the use of WhatsApp is at best appreciated (5,54μ) in the Experience phase (when the products meet the expectations of the customer). Using WhatsApp in this phase of the customer journey best contribute (5,03μ) to loyalty. The use of WhatsApp in the Bonding phase shows the lowest results, for both loyalty rate (4,40μ) and the appreciation of WhatsApp (3,70μ). Remarkable in the Experience phase is, when the expectation of the consumer is not met, the loyalty rate (4,65μ) drops with 0,38 points.

To see if there is a correlation between the loyalty rate and the appreciation of WhatsApp a Pearson Correlation test is conducted, with the following result: The strongest correlation is found between the highest loyalty rate score and the highest WhatsApp appreciation rate, correlation of 0,770. The lowest correlation is found in the same phase when the consumers first experience with the bought product is negative, correlation of 0,649.

To determine if the appreciation of WhatsApp predict the loyalty rate a linear regression test is conducted. The loyalty rate is set as dependent variable and the appreciation of WhatsApp use as the independent variable. As seen in the above table all p-value are 0,000 (which is smaller than the common alpha level of 0,05), this indicates that it is statistical significance. The predictor's value is related to changes in the response variable, the appreciation of WhatsApp predicts the loyalty rate.

Due to the fact that the appreciation of WhatsApp influence the loyalty rate it is interesting to look at the Beta score. The unstandardized Beta indicates how much the loyalty rate will increase if the WhatsApp appreciations rise with one point. The highest score (0,521) is assigned to the Experience phase (when the products meet the expectations of the consumer), the lowest increase (0,402) in the loyalty rate when the appreciation of WhatsApp rise with one point is found in the Orientation/Consider phase.

Short results

By summing up all different phases within this tactic a final score for the whole journey service tactic is presented. The 162 participants who finished the Whole journey service case rated the uses of WhatsApp with 5,11μ (on an eight-point scale), their overall loyalty score is calculated on 4,76 μ (on an eight-point scale). The correlation score of 0,790 shows there is almost 80% correlation between the appreciation of the use of WhatsApp and the loyalty rate, reflected by the linear regression shown in figure 4.1 Whole Journey Service Tactic Linear Regression. The Beta score shows that when the WhatsApp appreciation score rise with one point, the Loyalty rate rise increases with 0,483 points. The figure 4.1 below shows the regression clearly, the two outer lines in the figure represent the 95% confidence interval.

Table 4.3
Whole Journey Service Tactic overall results.

Whole Journey Service Tactic N=162	Descriptives
Loyalty rate	4.76μ 1.03 SD
WhatsApp appreciation	5.11μ 1.69 SD
Correlation score	.790
P value	.000
Unstandardized Beta	.483
95% confidence interval for B	.425 - .542
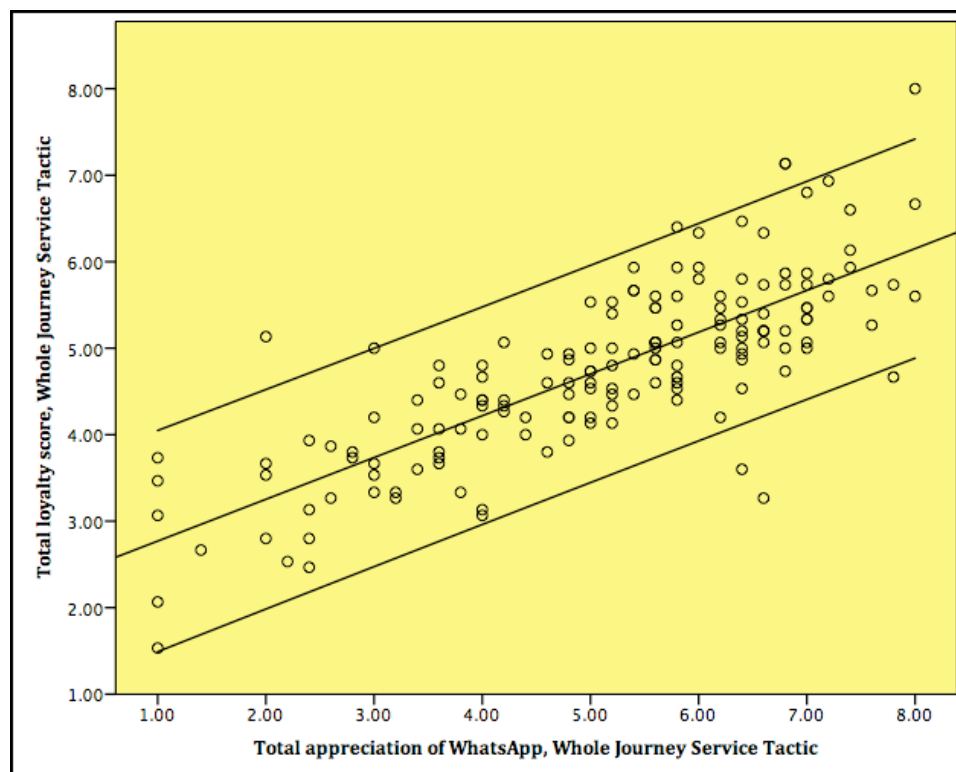
Figure 4.1: Whole Journey Service Tactic Linear Regression

4.2.2 Chatbot Service Tactic Results

This instant messaging tactic goes through the Orientation/Consider phase, the Orientation/Evaluate phase, purchase phase (no instant messaging touchpoint), and the Experience phase.

The participants filled in to what extent (on a scale from one to eight) they will 'consider buying products from this company', 'recommend this company to a friend' and 'looking for alternative products' for each phase. These three questions indicate the level of loyalty a customer has within the corresponding phase. By combining the rates of these three questions to one, an overall (loyalty) rate arise. (The data of the question 'looking for alternative products is recoded into same valuables as the other two questions). After the loyalty questions in each phase, the participant is asked 'how the use WhatsApp is appreciated in the described situation'. The results are presented below

Table 4.4
Chatbot Service Tactic results.

Phase N=159	Orientation/Consider	Orientation/Evaluate	Experience (Positive)	Experience (Negative)
Loyalty rate	4.39µ 1.32 SD	4.84µ 1.24 SD	5.20µ 1.21 SD	4.37µ 1.35 SD
WhatsApp appreciation	4.59µ 1.96 SD	5.39µ 2.01 SD	5.78µ 1.82 SD	5.21µ 2.08 SD
Correlation score	.836	.772	.696	.573
P value	.000	.000	.000	.000
Unstandardized Beta	.564	.443	.463	.372
95% confidence interval for B	.507 - .621	.377 - .509	.388 - .538	.288 - .456

As presented in above table, the use of WhatsApp is at best appreciated (5,78µ) in the Experience phase (when the products meet the expectations of the customer). The use of WhatsApp in the Orientation/consider phase shows the lowest (4,59µ) results for the appreciation of WhatsApp. The lowest loyalty rate (4,37µ) is in the Experience phase, when the expectation of the consumer is not met. However, when in the same phase the experience of the consumer is met the loyalty rate rises with 0,83 point to the highest loyalty rate (5,20µ) of this tactic. Besides a low WhatsApp appreciation score, the Orientation/consider phase has also a relatively low loyalty rate of 4,39µ.

To see if there is a correlation between the loyalty rate and the appreciation of WhatsApp a Pearson Correlation test is conducted, with the following result: The strongest correlation (0,836) is found in the Orientation/Consider phase, where the loyalty rate and the WhatsApp appreciation score are (compared with the other phases) relatively low. The lowest correlation is found in the Experience phase when the customers first experience with the bought product is negative, correlation of 0,573.

To determine if the appreciation of WhatsApp predict the loyalty rate a linear regression test is conducted. The loyalty rate is set as dependent variable and the appreciation of WhatsApp use as the independent variable. As is seen in the above table all p-value are 0,000 (which is smaller than the common alpha level of 0,05), this indicates that it is statistical significance. The predictor's value is related to changes in the response variable, the appreciation of WhatsApp predicts the loyalty rate.

Due to the fact that the appreciation of WhatsApp influence the loyalty rate it is interesting to look at the Beta score. The unstandardized Beta indicates how much the loyalty rate will increase if the WhatsApp appreciations rise with one point. The highest score (0,564) is assigned to the Orientation/Consider phase, the lowest increase (0,372) of the loyalty rate when the appreciation of WhatsApp rise with one point is found in the Experience phase, when the experience of the consumer is not met.

Short results

By summing up all different phases within this tactic a final score for the Chatbot service tactic is presented. The 159 participants who complete the Chatbot service case rated the uses of WhatsApp with 5,26 (on an eight-point scale), their overall potential influence on loyalty score is calculated on 4,71 (on an eight-point scale). The correlation score of 0,773 shows there is almost 80% correlation between the appreciation of the use of WhatsApp and the loyalty rate, reflected by the linear regression shown in figure 4.2 Chatbot Service Tactic Linear Regression. The Beta score shows that when the WhatsApp appreciation score rise with one point, the Loyalty rate rise increases with 0,472 points. The figure 4.2 below shows the regression clearly, the two outer lines in the figure represent the 95% confidence interval.

Table 4.5
Chatbot Service Tactic overall results.

Chatbot Service Tactic N=159	Descriptives
Loyalty rate	4.71µ 1.00 SD
WhatsApp appreciation	5.26µ 1.64 SD
Correlation score	.773
P value	.000
Unstandardized Beta	.472
95% confidence interval for B	.411 - .533
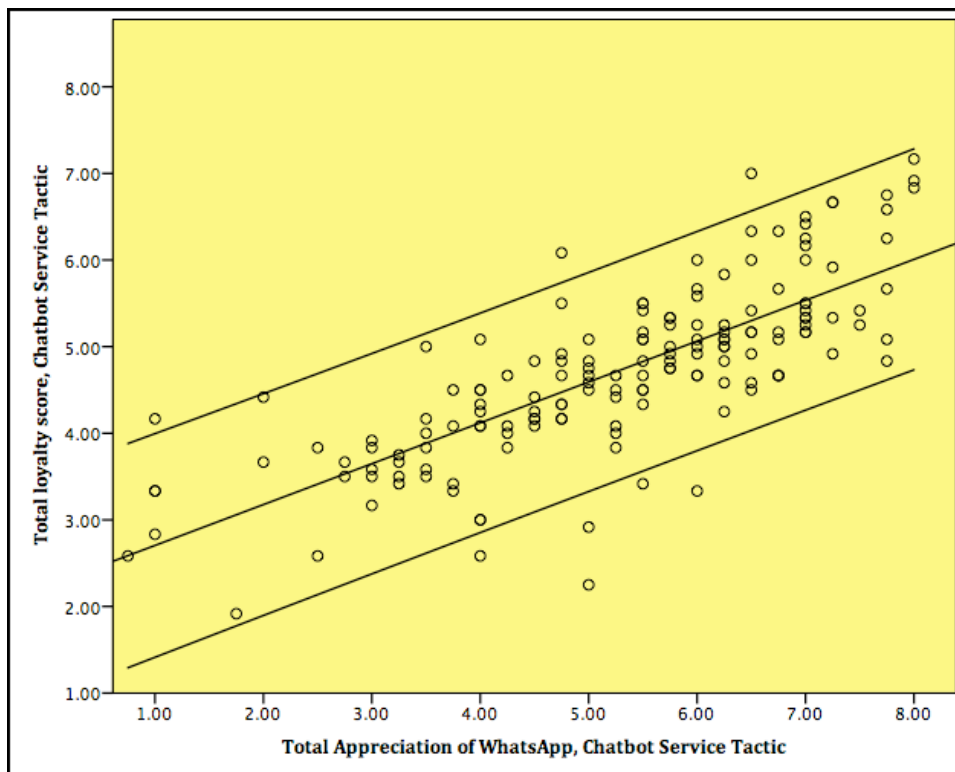
Figure 4.2: Chatbot Service Tactic Regression linear regression

4.2.3 After-sale Service Tactic Results

This instant messaging tactic goes through the Experience phase, Advocate and the Bonding phase.

The participants filled in to what extent (on a scale from one to eight) they will 'consider buying products from this company', 'recommend this company to a friend' and 'looking for alternative products' for each phase. These three questions indicate the level of loyalty a customer has within the corresponding phase. By combining the rates of these three questions to one, an overall (loyalty) rate arises. (The data of the question 'looking for alternative products is recoded into same valuables as the other two questions). After the loyalty questions in each phase, the participant is asked 'how the use WhatsApp is appreciated in the described situation'. The results are presented below

Table 4.6
After-sale Service Tactic results.

Phase N=167	Experience (Positive)	Advocate	Bonding
Loyalty rate	5.53µ 1.07 SD	5.42µ 1.18 SD	4.93µ 1.35 SD
WhatsApp appreciation	6.20µ 1.73 SD	5.83µ 1.91 SD	4.80µ 2.30 SD
Correlation score	.576	.561	.747
P value	.000	.000	.000
Unstandardized Beta	.335	.357	.440
95 Confidence interval for B	.280 - .430	.269 - .425	.380 - .500

Presented in above table, the use of WhatsApp is at best appreciated (6,20µ) in the Experience phase (when the products meet the expectations of the customer). Using WhatsApp in this phase of the customer journey best contribute (5,53µ) to loyalty. The use of WhatsApp in the Bonding phase shows the lowest results, for both loyalty rate (4,93µ) and the appreciation of WhatsApp (4,80µ). Remarkable within this tactic; comparing with the other tactics, the loyalty rate score and the WhatsApp appreciation score are higher. The section after this chapter will discuss further on this comparison, also other comparison will be made.

To see if there is a correlation between the loyalty rate and the appreciation of WhatsApp a Pearson Correlation test is conducted, with the following result: The strongest correlation is found between the lowest loyalty rate score and the lowest WhatsApp Appreciation rate, correlation of 0,747. The lowest correlation is found in the Advocate phase, correlation of 0,561

To determine if the appreciation of WhatsApp predict the loyalty rate a linear regression test is conducted. The loyalty rate is set as dependent variable and the appreciation of WhatsApp use as the independent variable. As is seen in the above table all p-value are 0,000 (which is smaller than the common alpha level of 0,05), this indicates that there is statistical significance. The predictor's value is related to changes in the response variable, the appreciation of WhatsApp predicts the loyalty rate.

Due to the fact that the appreciation of WhatsApp influence the loyalty rate it is interesting to look at the Beta score. The unstandardized Beta indicates how much the loyalty rate will increase if the WhatsApp appreciations rise with one point. The highest score (0,440) is assigned to the Bonding phase, the lowest increase (0,335) in loyalty rate when the appreciation of WhatsApp rise with one point is found in the Experience phase (when the products meet the expectations of the consumer).

Short results

By summing up all different phases within this tactic a final score for the After-sale service tactic is presented. The 167 participants who completed the After-sale service case rated the uses of WhatsApp with 5,64 (on an eight-point scale), their overall potential influence on loyalty score is calculated on 5,30 (on an eight-point scale). The correlation score of 0,666 shows there is almost 67% correlation between the appreciation of the use of WhatsApp and the loyalty rate, reflected by the linear regression shown in figure 4.3 After-sale Service Tactic Linear Regression. The Beta score shows that when the WhatsApp appreciation score rise with one point, the Loyalty rate rise increases with 0,408 points. The figure 4.3 below shows the regression clearly, the two outer lines in the figure represent the 95% confidence interval.

Table 4.7
After-sale Service Tactic overall results.

After-sale Service Tactic N=167	Descriptives
Loyalty rate	5.30µ 0.99 SD
WhatsApp appreciation	5.64µ 1.62 SD
Correlation score	.666
P value	.000
Unstandardized Beta	.408
95% confidence interval for B	.338 - .478
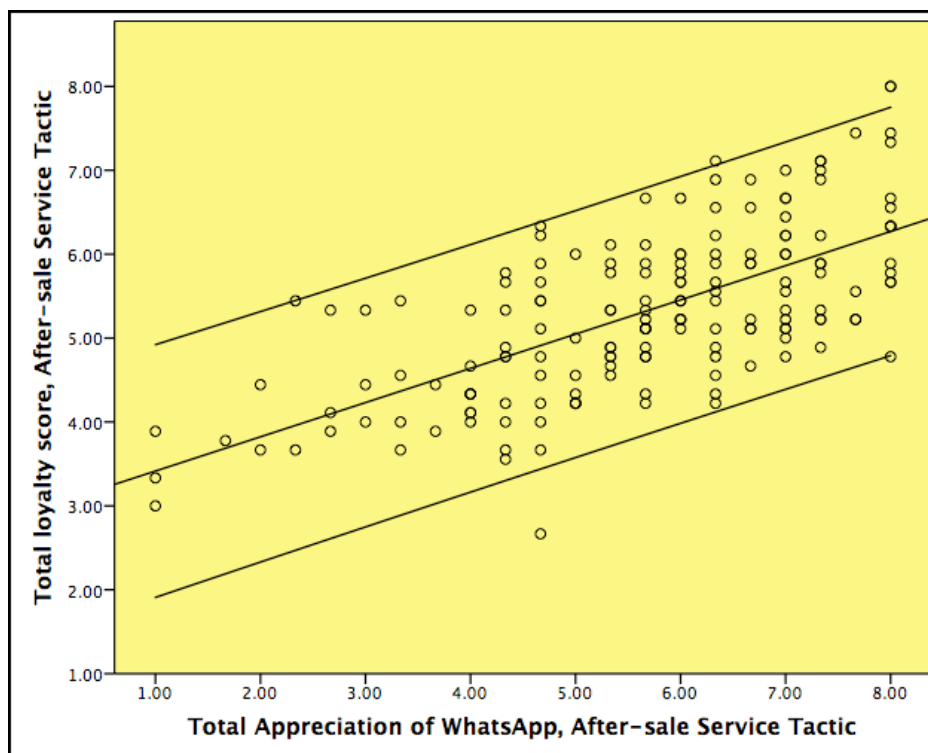
Figure 4.3: After-sale Service Tactic Regression linear regression.

4.2.4 Overall Results

Before diving into the interaction effect between the different tactics and the different tested phases, an overview of the so far discussed results is shown below. On the left side of the table five different phases off the Instant messaging reference model. On the right side of the phases, the average loyalty rate score and the average WhatsApp appreciation score is presented. For every developed tactic there is a separate column with the corresponding scores, the scores are split up into loyalty rate (mean) and WhatsApp appreciation (mean). Below every column the mean total scores of the tactic is shown, at the end of each row the total mean scores of the phase is presented. The figures are based on an eight-point scale.

Table 4.8
Overall results of the tactics on loyalty and WhatsApp Appreciation.

Tactic Phase	Whole Journey Service		Chatbot Service		After-sale Service		Total Phase	
	Loyalty	WhatsApp	Loyalty	WhatsApp	Loyalty	WhatsApp	Loyalty	WhatsApp
Orientation / Consider	4.73μ	5.43μ	4.39μ	4.59μ			4.56μ	5.01μ
Orientation / Evaluate	4.99μ	5.50μ	4.84μ	5.39μ			4.92μ	5.45μ
Experience (Positive)	5.03μ	5.54μ	5.20μ	5.78μ	5.53μ	6.20μ	5.25μ	5.84μ
Experience (Negative)	4.65μ	5.43μ	4.37μ	5.21μ			4.51μ	5.32μ
Advocate					5.42μ	5.83μ	5.42μ	5.83μ
Bonding	4.40μ	3.70μ			4.93μ	4.80μ	4.67μ	4.25μ
Total Tactic	4.76μ	5.11μ	4.71μ	5.26μ	5.30μ	5.46μ		

The above table shows that the After-sale service total sores are the highest, both for loyalty rate and WhatsApp appreciation. For the phases where the After-sale service is applied the tactic scores remarkable higher (on loyalty and WhatsApp appreciation) than the other phases.

The Whole journey service tactic loyalty rate scores are higher than the Chatbot service loyalty rate scores in the Orientation/Consider, Orientation/Evaluate and in the Experience phase (when the expectations for the consumer are not met). Only the loyalty rate score in the Experience phase with a positive first experience is lower, comparing with the Chatbot service tactic. The distribution of the WhatsApp appreciation score between the Whole journey service tactic and the Chatbot service tactic is divided. The Orientation/Evaluate phase and the Experience (negative) score higher in favour of the Whole journey service tactic. To get a clear overview the table is split up into a graph with the loyalty rate figures and a graph with the WhatsApp appreciation, the graphs is seen below and on the next page.
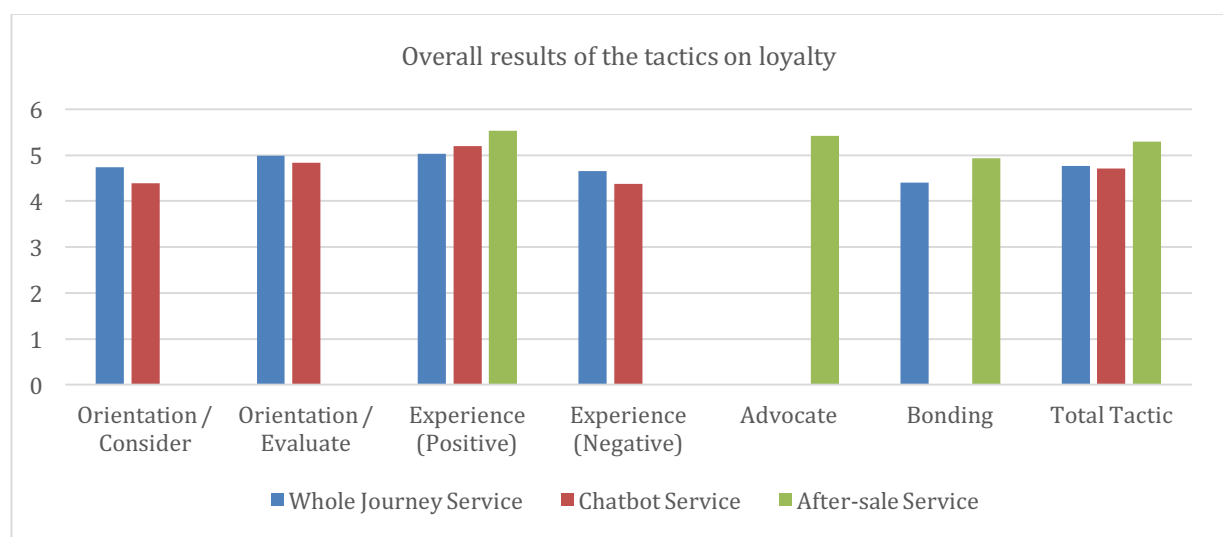
Figure 4.4: Overall results of the tactics on loyalty.
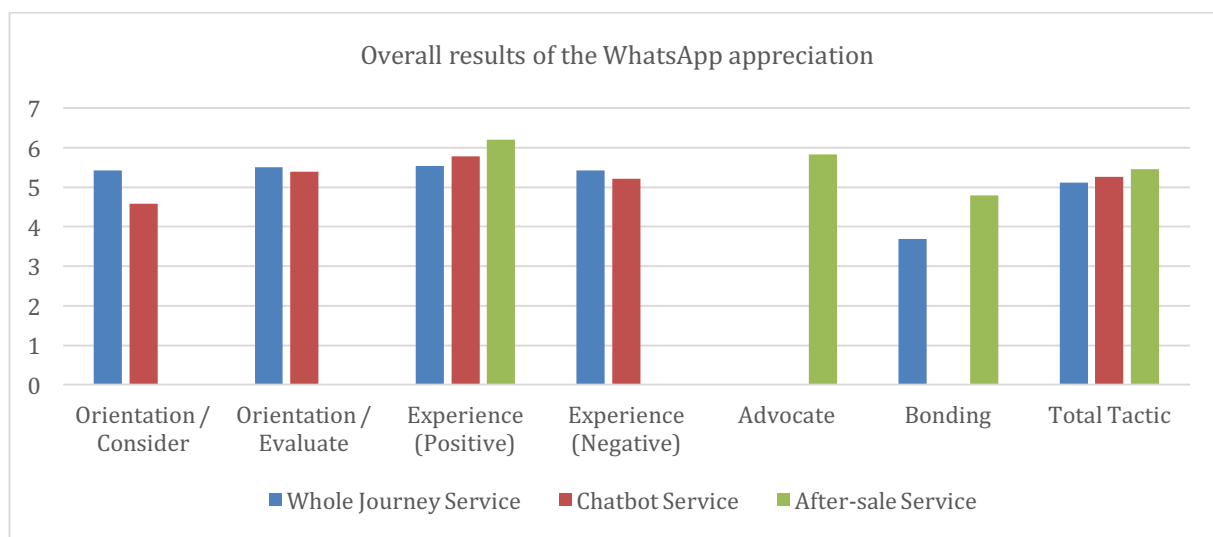
Figure 4.5: Overall results of the WhatsApp appreciation

Short results

The graphics from figure 4.4 and 4.5 looks almost identical, the WhatsApp appreciation score and the loyalty rate score shows the same trend in relation to the various tactics. The use of WhatsApp is better appreciated within the Whole Journey Service tactic than during the Chatbot Service, except for one phase. The Experience phase (with a negative first experience) score's slightly higher on WhatsApp appreciation just like the loyalty rate score does within the same phase.

      The Chatbot Service tactic does not include the Bonding phase, the Whole Journey Service tactic does. Within the Bonding phase the Whole Journey Service shows the only score lower than 4,00. As a result of this the total WhatsApp appreciation score is slightly lower than the total WhatsApp appreciation score of the Chatbot Service tactic. This is a biased because on the basis of the other phases the Whole Journey Service total score for the appreciation of WhatsApp should be slightly higher on average than the Chatbot Service tactic.

      Another difference between the two graphs is that the scores for the WhatsApp appreciation are on averaged higher, the Experience phase (when the product meet the expectations of the customer) scores high, the WhatsApp appreciation score of the After-sale service in this phase even scored higher than six points.

      Up to here the scores are viewed from the different tactics point of view, the table presented on the preview page also shows the total scores for each Instant messaging reference model phase. To get a clear overview where in the customer journey the use of WhatsApp is most successful (for loyalty and the appreciation) the graphic below is presented.
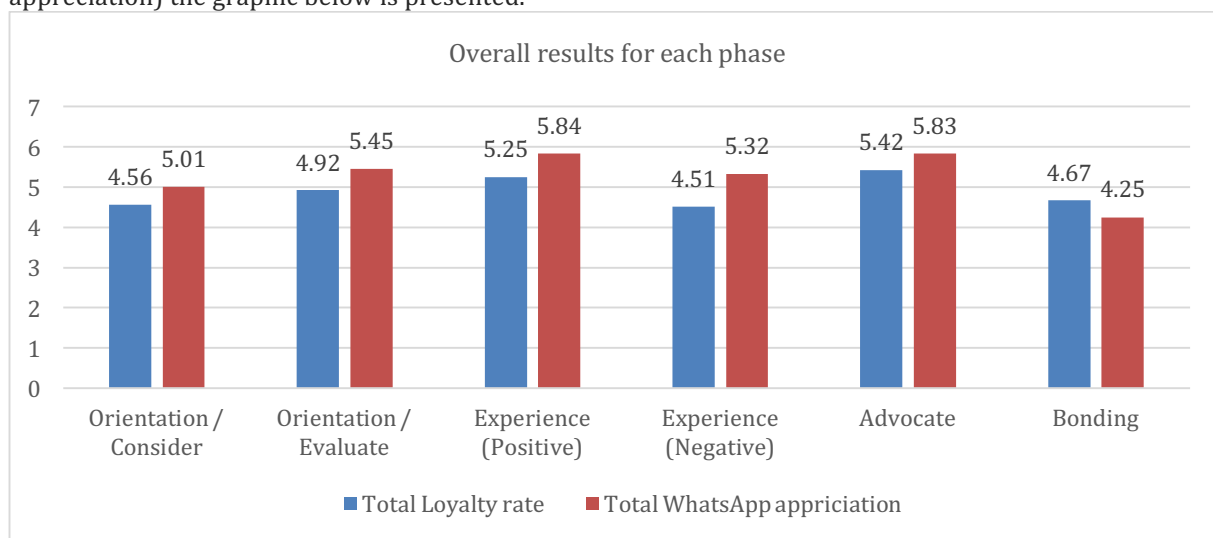
Figure 4.6: Overall results for each Instant Messaging Reference Model phase.

The graphs show the different phases of the Instant messaging reference model and the corresponding scores. Deploying WhatsApp in the customer journey has the most effect on loyalty in the Advocate phase (5.42μ) and the least effect on loyalty in the Experience phase (when the products does not meet the expectations of the customer), 4,51μ. The appreciation of WhatsApp is at best in the Advocate, 5,83μ and the Experience phase (when the products meet the expectations of the customer), 5,84μ. When a company informs the consumer trough WhatsApp about related product the participants of this study rated it with the lowest WhatsApp appreciation score, 4,25μ.

The phase Experience is split up into two different situations in the Whole journey service and the Chatbot service, a positive and a negative. In the positive situation the participant receives the product and it meets their expectation. In the negative situation the participant expectations are not met, after getting in touch with the company by using WhatsApp a return delivery is established and finally the expectations of the consumer are met. Remarkable is the downturn in loyalty of 0,74μ when the expectations are not met. In the next chapter Conclusions, this research aims to declare this downturn.

The results of the questions that the participants had to answer after the cases are presented below. Without knowing the reason 77 participants did not fill in the last question, presumably they closed the questionnaire after they finished the case questions.

Table 4.9
Results of question 13

I see myself... N=237	Mean (μ)	Standard Deviation (SD)
Consult a customer service trough WhatsApp	6.03μ	2.96 SD
Make a purchase/order trough WhatsApp	4.16μ	2.92 SD
Paying through WhatsApp	3.25μ	2.88 SD

On a scale of 1 to 10 the participants see themselves consult a customer service trough WhatsApp (6,03μ). But the theorem if they would make a purchase or payment through WhatsApp is given an insufficient score (4,16μ and 3,25μ).

Table 4.10
Results of question 14

Have you ever had contact with a company through WhatsApp? N=237	Frequency	Percent	Valid Percent
Yes	54	17.2%	22.8 %
No	183	58.3 %	77.2 %

Table 4.11
Results of question 15

Would you frequently want to contact companies through WhatsApp? N=237	Frequency	Percent	Valid Percent
Yes	161	51.3%	67.9 %
No	76	24.2 %	32.1 %

The participants who answered 'Yes' on question 15 where given a follow-up question where they need to tick the box what type of company they would like the possibility to use the WhatsApp application. Results are found in the next table.

Table 4.12
Results of question 15b

At what type of company would you like the possibility to use WhatsApp application (N=161)	Frequency	Percent
Clothing store	90	28.7 %
Airline company	107	34.1 %
Municipality	105	33.4 %
Insurance bureau	68	21.7 %
Employment agency	52	16.6 %
Bank	81	25.8 %
Supermarket	39	12.4 %
Webshop	139	44.3 %

Despite the fact that most of the participants (77%) indicated that they never had contact with a company through the WhatsApp application, 68% indicated that they (frequently) want to contact companies through WhatsApp. Especially webshops, airline companies and municipalities are suitable according the surveyed.

4.2.5 Interaction Effects
Before any conclusions are drawn there need to be examined whether certain groups score different from each other. The groups who are compared are; Gender, Age and Educational level, the comparison will be made by comparing means using the t-test and ANOVA. The results are found below, starting to see if the answers male and female has given for the different phases differs from each other.

4.2.5.1 Gender Independent T-test
Is there a difference in the loyalty rate score between male and female within the three cases?

Table 4.13
Loyalty rate for gender I

Loyalty rate comparing with gender		Frequency	Percent	Mean
Whole journey service case	Male	102	62.96%	4.67μ
	Female	60	27.03%	4.90μ
Chatbot service case	Male	91	57.23%	4.69μ
	Female	68	42.76%	4.75μ
After-sale service case	Male	98	58.68%	5.20μ
	Female	69	41.32%	5.46μ

Table 4.14
Loyalty rate for gender II

Loyalty rate comparing with gender	Levene's Test Sig.	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
Whole journey service case	.86	.16	-.23	-.57	.10
Chatbot service case	.65	.67	-.07	-.39	.25
After-sale service case	.62	.10	-.25	-.56	.05

According the Levene's test equal variances is assumed. The value is greater than 0,05 (for all three cases), this means that the variability in the gender conditions is about the same. The variability in between male and female is relatively the same. With a 95% confidence there is no statistically significant difference between the two conditions for all the three cases.

4.2.5.2 Age ANOVA-test

Is there a difference in the loyalty rate score between the different age groups? To get a clearer view the age of the participants is split up into three different groups;

Youngsters;	16 years old till 27 years old.
Middle aged;	28 years old till 45 years old.
Oldies;	46year till 58 years old and older.

Table 4.15
Loyalty rate for age I

Loyalty rate comparing with age		Frequency	Percent	Mean
Whole journey service case	Youngsters	98	60.49%	4.81μ
	Middle aged	43	26.54%	4.67μ
	Oldies	21	12.96%	4.64μ
Chatbot service case	Youngsters	106	66.67%	4.83μ
	Middle aged	35	22.01%	4.55μ
	Oldies	18	11.32%	4.35μ
After-sale service case	Youngsters	107	64.07%	5.33μ
	Middle aged	36	21.56%	5.17μ
	Oldies	24	14.37%	5.37μ

Table 4.16
Loyalty rate for age II

Test of Homogeneity of Variances	Levene Statistic	Sig.
Whole journey service case	.38	.68
Chatbot service case	.23	.80
After-sale service case	.22	.80

The table above shows if there is difference between the groups. There is an Sig. value higher than 0,05 (for all three cases), that means that the variability in the age conditions is about the same.
Bonferroni is selected because assumed is that there is an equality of variance, the table below shows the ANOVA results for variance between and within the groups.

Table 4.17
Loyalty rate for age III

ANOVA		Mean Square	Sig.
Whole journey service case	Between Groups	.34	.73
	Within Groups	1.07	
Chatbot service case	Between Groups	2.45	.09
	Within Groups	.99	
After-sale service case	Between Groups	.42	.66
	Within Groups	.99	

If the sigma value is smaller than 0,05 there is conclude with 95% confidence that there is a significant difference between the groups. For all the three service case the Sig. is larger than 0,05 alpha, there is no significant difference between the groups. Therefore, there is no need to continue with a Post Hoc Test.

4.2.5.3 Education ANOVA-test

Is there a difference in the loyalty rate score between the different education groups? To get a clearer view the education of the participants is split up into three different groups;

Low educated;	Elementary School, Highschool and Lower General Secondary Education
Average educated,	Intermediate Vocational Education and Higher General Secondary
High educated,	Pre-university Education, University of Applied Science and Postgraduate

Table 4.18
Loyalty rate for education I

Loyalty rate comparing with education		Frequency	Percent	Mean
Whole journey service case	Low educated	4	2.48%	4.65μ
	Average educated	39	24.22%	4.81μ
	High educated	118	73.29%	4.77μ
Chatbot service case	Low educated	2	1.27%	4.54μ
	Average educated	33	20.89%	4.68μ
	High educated	123	77.85%	4.74μ
After-sale service case	Low educated	4	2.40%	4.64μ
	Average educated	37	22.16%	5.47μ
	High educated	126	75.45%	5.28μ

Table 4.19
Loyalty rate for education II

Test of Homogeneity of Variances	Levene Statistic	Sig.
Whole journey service case	1.45	.24
Chatbot service case	1.83	.16
After-sale service case	.44	.65

The table above shows if there is a difference between the groups. There is an Sig. value higher than 0,05 (for all three cases), this means that the variability in the education conditions is the same.
Bonferroni is selected because assumed is that there is an equality of variance, the table below shows the ANOVA results for variance between and within the groups.

Table 4.20
Loyalty rate for education III

ANOVA		Mean Square	Sig.
Whole journey service case	Between Groups	.06	.94
	Within Groups	1.04	
Chatbot service case	Between Groups	.07	.93
	Within Groups	1.01	
After-sale service case	Between Groups	1.40	.24
	Within Groups	.98	

If the sigma value is smaller than 0,05 there is conclude with 95% confidence that there is a significant difference between the groups. For all the three service case the Sig. is larger than 0,05 alpha, there is no significant difference between the groups. Therefore, there is no need to continue with a Post Hoc Test.

Short results
All the three different cases are compared with the different educational levels, age and gender of the participants. With a 95% confidence interval this study can conclude that there is no significant difference between the tested groups.

4.2.6 Practical Usability of the Instant Messaging Reference Model.
Beside finding answer on the research question, this study test on the basis of the conducted survey the created Instant messaging reference model on usability.
        The drafted loyalty questions in the survey are tested on coherence with Cronbach's Alpha, the test outcome is positive. The outcome of the survey shows also positive loyalty rate scores, thereby it is shown that by using the instant messaging tactics within the Instant messaging reference model contributes to the potential loyalty. On the basis thereof the model is successful.
        The practical usage of the model preparing the survey is also positive, the figure 2.11 gives a clear overview of the customer journey and the phases. With the coloured circles it is clear at a glance which tactic is used in which phase, from a company point of view; table 2.6 Instant Messaging Tactics Reference Model gives more insight into actions customers take and how the company should respond to this. Chapter 6. Discussion will discuss further possible changes off the model to increase the usability.

4.3 Results Qualitative Research

In response to the survey, three participants are randomly picked to verbal clarify their chosen answers. The fully detailed version of the interviews is in the appendix. Below an overview and description of the major findings, categorized by instant messaging tactic and the associated customer journey phase.

4.3.1 Whole Journey Service

During this customer journey the customer is buying a product where need from an expert required. The interviewees are asked to think out loud about their thoughts of the implementation of WhatsApp in the different described situations. The results are summarized below;

In the second phase (Orientation / Consider phase) of the Instant messaging reference model, the interviewees have their first contact with the product (ZMOT), but they need advice from a professional before deciding which product to buy. The interviewees indicated the following points about using WhatsApp in this phase;

- Ability to request information is 'amazing', especially if it is easy and personalized.
- Like to have an option to see the person's name, function and picture while chatting.
- *'Often do not feel like searching information myself, then it is easy to consult WhatsApp.'*
- Too early in the purchase process to score high on the 'loyalty' questions.
- Once you are in touch with a company, it is less likely to switch to another company. Therefore WhatsApp is a great opportunity for the companies in this phase.
- WhatsApp seems to have better characteristics than the online chat windows some web shops offer. Especially the ease of use of WhatsApp is higher than the ease of use of an online chat, this is due to the fact that WhatsApp is an application on the mobile phone that can be closed and still receive messages. For chatting with a live chat people need to stay on the website.

In the third phase (Orientation / Evaluate phase) of the Instant messaging reference model, the interviewees decide by using WhatsApp which product meets their requirements. The interviewees are close to purchasing the product (FMOT), the following points about the use of WhatsApp came forward in this phase;

- The possibility of using a new / extra communication channel is appreciated.
- Help from the company to find the appropriate product is appreciated by the interviewees, this shows itself by slightly higher score on the loyalty questions than in the second phase.
- Not sure if for all products in this situations WhatsApp is the ideal communication channel.
- If communication in this phase goes through an instant messaging channel, preferred is to chat with the same person as in previous contact.
- WhatsApp seems easier to use and a faster medium then e-mail.

In the fifth phase (Experience phase) of the Instant messaging reference model, the interviewees have some questions before they know how to use the product, these questions are placed through WhatsApp. The interviewees have a first positive experience with the bought product (SMOT), the following points are indicated them;

- Mainly due to the good working product the company scores high on the loyalty questions.
- If in this phase the communication through WhatsApp happens, the interviewees want; fast and personally contact. By fulfilling these terms they indicate that loyalty for the company arise.
- If consumers don't know how to use the product the company should focus on the ease of use of the products or user manual, not on WhatsApp.
- People are too lazy for search for answers themselves, WhatsApp seems a perfect solution.
- If the contact through WhatsApp is personal it will contribute to the loyalty.

In the seventh phase (Bonding phase) of the Instant messaging reference model, the interviewees have a first positive experience with the bought product. Trough WhatsApp they receive information about related products (LMOT), they indicate the following points.

- Not sure if this information is always appreciated, feels like this is moving to advertising instead of customer care;
- If the product and the corresponding service/communication is satisfying, the related products will be bought at the same company.
- Understand it will work in many cases, but the interviewees indicate that they are afraid for spam messages.

In the fifth phase (Experience phase) of the Instant messaging reference model, the interviewees have a first negative experience with the bought product (SMOT). Through WhatsApp the interviewees are helped and indicate the following points;

- Why not call the company? What is the benefits of using WhatsApp now?
- If helped by WhatsApp, a quick and reliable answers are a must.
- A wrong product does not necessary means loosing loyalty in the company. As long the firm is communicating clearly and think from a consumer perspective, it will not infect the loyalty score.
- Return policy should be clear before buying the product or easy to find on the website. If the consumer need to use WhatsApp to find out about the policy, seems illogical.

4.3.2 Chatbot Service

During this customer journey the customer is buying relative simple product where they do not want to search for information themselves. The interviewees are asked to think out loud about their thoughts of the implementation of WhatsApp in the different described situations. The results are summarized below;

In the second phase (Orientation / Consider phase) of the Instant messaging reference model, the interviewees have their first contact with the company (FMOT) by using a chatterbot. The interviewees indicated the following points as important concerning a chat conversation with a chatbot;

- The interviewee sees no advantage in conversation with a robot comparing with a chat conversation with a real person.
- *'If I find out I am chatting with a robot, the company probably will lose me as customer'*
- The interviewees see lots of doubts about the quality of the intelligence of the robot.
- More opportunities if it was on basis of speech.

In the third phase (Orientation / Evaluate phase) of the Instant messaging reference model, the interviewees decide which product meets their requirements and are close to purchasing the product (FMOT). The following points are indicated when chatting with chatterbot;

- Because a lack of personal interest from the company the concerning company will lose points on loyalty.
- In this phase the opinion about using a chatbot stays slightly negative.

In the fifth phase (Experience phase) of the Instant messaging reference model, the interviewees have questions before they can use the products. The interviewees have a first positive experience with the bought product (SMOT) and indicates the following points;

- When it is some kind of online manual, it could be handy
- It would be really frustrating if the I.A of the robot is to low, and it takes a while to get your answer.

In the fifth phase (Experience phase) of the Instant messaging reference model, the interviewees have a first negative experience with the bought product (SMOT), through a WhatsApp Chatterbot the interviewees are helped. They indicate the following points;

- *'It is ridiculousness that the company does not take their responsibility and help me personally.'*
- Companies only have one chance to make a first good contact, why risk this chance by using a robot.
- Will WhatsApp add something here…? Why not provide clear information on the website?
- The experience in the past with 'live chat' on some web shops has ruin the current view on the use of WhatsApp chatterbots.

4.3.3 After-sale Service

The consumer has already bought the product and is in the after-sale part of the customer journey. The interviewees are asked to think out loud about their thoughts of the implementation of WhatsApp in the different described situations. The results are summarized below;

In the fifth phase (Experience phase) of the Instant messaging reference model, the interviewees have a positive experience with the bought product (SMOT). The interviewees have some questions before they can use the products, the questions will be asked trough a WhatsApp conversation (they are properly served). The following points were raised during the interview;
- If the contact is personally this will definably contribute to the loyalty towards the company.
- Great advantages would be if this contact is possible outside the regular office hours.
- From a consumer point of view, WhatsApp is a suitable medium for after sales service. The smartphone is used all the time and everywhere
- Asking questions on social media is public, the participants indicated they need a more private environment (WhatsApp is one on one communication channel).

In the sixth phase (Advocate phase) of the Instant messaging reference model the troubles with the bought product is solved. Through a WhatsApp chat feedback is asked, the company is using the interviewee feedback as input to improve their product. Interviewees indicated the following points;
- This kind of personal attention is great!
- Letting consumer think on development will contribute to loyalty.
- Do not mind giving my opinion, the questioned likes this kind of attention.
- Nowadays giving your opinion is often laborious, annoying click through mails and difficult not mobile friendly websites. WhatsApp seems an ideal application for asking feedback.

In the seventh phase (bonding phase) of the Instant messaging reference model the feedback of the interviewees is incorporated into the product. Through WhatsApp the interviewees stay informed of product developments. The following points are cited;
- Would like a choice if the company informs me about the developments, depends on the type of purchase.
- WhatsApp seems like a far more suitable channel to communicate in this situation comparing to Facebook.

All the three interviewees where asked to give one overall opinion about the implementation of WhatsApp to create loyalty, the following points came forward.
- Important to speak with the same person. From the first contact moment to the last.
- Loyalty can only be created if chatting trough WhatsApp has added value, otherwise the website of FAQ will provide enough information.
- The interviewees want an option to choose when and whereabouts the company can chat with them

The overall opinion the interviewees share is the distrust about the chatterbot. This is because of past experience with less intelligence chatterbots on a 'live chat' website. The interviewees also indicated that 'the new generation' properly need less personal attention but that the 'older generation' have personal attention highly valued.

5. Conclusion

This chapter gives an overview of the results of this study and the conclusions about the potential effects of the three instant messaging tactics on loyalty. To answer the research question; 'What is the potential influence of instant messaging tactics on loyalty during the customer journey?' the conclusion of the literature study is presented, the conclusion of the research part is discussed and the answer on the research question is given. After answering the research question recommendations are made on how companies should apply instant messaging.

5.1 Conclusion Literature Study

During the literature study comes forward that the current trend in the customer journey is to ensure that the consumer becomes loyal to the brand or the company where the product is bought. As described in chapter 2.1.2 The Customer Decision Journey it is about creating a 'loyalty loop'. This loop occurs if the bond the consumer has with the brand is strong enough, resulting in a repurchase without considering other brands. If a company succeeds making a consumer loyal to them, the consumer will skip the early decision-journey phases, Consider and Evaluate at their next purchase (Edelman, 2010).

5.1.2 Where In The Customer Journey Should Instant Messaging Be Applied?

According the Mckinsey Company (2009) and the researches of Edelman (2010) the chance of creating a 'loyalty loop' increase by given the customer the opportunity to follow the brand after purchase, respond to the phenomenon of content sharing and meet all the consumer expectations. For following the brand and content sharing, social media has the ideal characteristics (Mckinsey Company, 2009). According Newcom Research & Consultancy (2010) the characteristics of instant messaging match with the characteristics of social media, additionally, instant messaging applications are nowadays more used than social networking applications. Wilson (2014) adds; social media platforms are matured and there is almost no more room for innovation, therefore Wilson (2o14) claims that messaging will be the new social media.

   According Van der Kooi (2015) (see chapter 2.2.1 Current channel strategies) the Omni-channel strategy is the latest development for the channel strategies. Within this strategy, the customer is placed central while the channels are rotating in harmony around the customer. Each channel has its own and unique properties and therefore can fulfil a specific purpose (Piotrowicz et al., 2014). Omni-channel strategy is favourable for the use of instant messaging because, instant messaging is deployed next to the (current, already existing) social media channels without interfering each other.

   Lecincki (2011) appoints after analysing data from google the mayor touchpoints within the customer journey, the so-called; Zero Moment of Truth, First Moment of Truth and the Second Moment of Truth. The different 'moments' are attuned to the possibilities of the two-way communication that occurs trough social media (Cohen, 2013). In the conducted study of Google 84% of the shoppers said that ZMOT shapes their decision while moving from undecided to buy the product to decide to buy the product. Nowadays the ZMOT increasingly takes place on a smartphone, even in front of the self (during the FMOT) the customer uses the smartphone for searching additional information (Lecincki, 2015). This information indicates that the instant messaging tactics need to start in the early phases of the customer journey. Combining this with the fact that loyalty arises by sharing content and following the brand after purchase, the question where instant messaging should be applied within the customer journey is answered.

The different touchpoint for instant messaging are the ZMOT, FMOT, SMOT and due to fact that loyalty arises by following the brand after purchase and sharing content the Last Moment of Truth (LMOT) is added as last touchpoint.

Short conclusion
Where in the customer journey can instant messaging be applied? According the literature study the following statement conclude;
- Instant messaging should be applied on the same touchpoint in the customer journey where social media is applied; the ZMOT, FMOT, SMOT and the LMOT.
- Chapter 2.1.4 The Customer Lifetime Cycle, shows in figure 2.7 the circular customer journey where loyalty arise when instant messaging is applied on the associated touchpoints.
- The deployment of instant messaging tactics can throughout the whole customer journey. Before the purchase to support the customer with (product) information and after the purchase with user information and the possibility to follow the brand after purchase.

5.1.3 How Should Instant Messaging Be Applied?

The second part of the literature study aims to find an answer on how instant messaging should be applied within the created customer journey. Research shows that 9 out of the 10 Dutch citizens are active on social media (van de Veer, 2016). The most active channel (with 9,8 million users) is WhatsApp, an instant messaging application for smartphone use only.

The social CRM strategy combines social media with the channel where the customer is already active (smartphone). Social CRM is about getting closer to customers, holding conversations with customers, creating customer engagement and building stronger relationship (Faase et al., 2011). The best way to achieve this is by a two-way interaction between customer and company where the customer has the leading role during the conversation (Greenberg, 2009). Result of a stronger customer relationship is that the customer feels valued. In return the customer will at the next purchases not consider another companies but stays loyal to company (Morgen & Hunt, 1994).

Different relationships types (who are suitable for instant messaging) according Osterwalder (2010) are Personal Assistance, Dedicated Personal Assistance, Automated Service, Communities and Co-creation, see 2.5.1 Different Customer Relations for a more detailed description. Combining the different customer relationships with the customer life cycle phases the following three tactics are drawn;

- **Whole Journey Service Tactic**   ((Dedicated) Personal Assistance)
  + Orientation consider / evaluate and Experience phase

Customer wants personal assistance during almost the whole journey; customer wants or needs information on each touchpoint in the journey. By interacting trough instant messaging the customer is guided through the whole process of buying a product, giving product information till assistance after the purchase on how the product should be used.

- **Chatbot service Tactic**   (Automated Service)
  + Orientation consider / evaluate and Experience phase

A 'Chatterbot' is a computer program, which conducts a conversation through textual methods (Mauldi, 1994). This tactic is aimed at the customer that wants immediate answers on relativity simple questions (which an intelligent robot can answer). Just as the first tactic this customer goes through the same stages, however, there is less need for specific customized information. This type of customer wants a quick answer to a question or place an order.

- **After-sale service Tactic**   (Communities & Co-creation)
  + Experience and Advocate phase

It is all about the SMOT and the LMOT. By asking feedback as a company this consumer feels important and appreciated (Osterwalder et all., 2010). If satisfied, the consumer remains engaged with the brand, which increase the chance of becoming loyal to the brand (Edelman, 2010).

How should instant messaging be applied? According the literature, a two-way interaction should occur. If a consumer can respond to a company the chance of creating a loyalty loop increase (Court, 2009).

Short conclusion

Building a good customer relationship results into a consumer that at their next purchase stays loyalty to the brand/company (Morgen & Hunt, 1994). Instant messaging should be deployed, based on the earlier discussed touchpoints:

- ZMOT, be present to provide product information and answer questions.
  How: Show instant messaging number on site. Make sure the company is reachable to provide product information.

- FMOT, Customers are close to purchase; they are seeking answers to specific questions.
  How: Show instant messaging number with the product. Be reachable for questions and anticipate on customer needs.

- SMOT, be available to answer customer questions.
  How: Use 'webcare' (see chapter 2.6.1) to answer questions posed by customer.

- LMOT, facilitate online platforms where consumers can place content and share content.
  How: Place a 'share button' (see chapter 2.6.1) for sharing content with other users additionally, involve the consumer in the product development. Create a mailing list, let the consumer know there are new products.

5.2 Conclusion Results Field Study

In response to the findings of the literature study the Instant messaging reference model is presented in chapter 2.7 Instant Messaging Reference Model. To test the usability of the presented model the model is discussed with an online expert from Indenty B.V and an online survey with three different instant messaging cases is online distributed. The results are found in chapter 4 Results and Appendix 2 Questionnaire Response. Beside, three participants are interviewed to verbal clarify their chosen answers.

To get a clear overview of all the results and their significance in relation to the develop reference model, the following conclusions are drawn.

5.2.1 Conclusion Desk Research

Based on the findings in the second chapter the Instant messaging reference model is presented. To see if the claimed statements in the literature part correspond with the practice, the model is presented to Indenty BV, an internet marketing bureau. The conclusions that are drawn after discussing the reference model with Indenty B.V. are:

- WhatsApp (and most instant messaging application) are classified as a social media and therefore can be used on the same touchpoint within the customer journey as Facebook or other social media.
- Instant messaging cannot replace the current social media channels but it suits perfect as additional social channel to strengthen loyalty among consumers.
- In the Orientation phase it is important to find out the needs of the customer and respond to them. If the customer has a private chat conversation with a company, the customer will, to a lesser extent search for alternative companies or products.
- From a customer point of view, the best way to use instant messaging is in the phases after the purchase.
- Do not use the instant messaging as a push marketing tool, let the customer start the conversation.

5.2.2 Conclusion Quantitative Research.

The three described cases all represent an instant messaging tactic; Whole journey service tactics, Chatbot service tactic and the After-sale service tactic. The first three questions after each phase of the tactic is to see the degree of loyalty at the participant. By using Cronbach's Alpha the internal consistency is measured, concluding;

- There is enough internal consistency to combine the three questions into one loyalty rate score.

Loyalty rate conclusion

To get answer on the research question 'What is the potential influence of instant messaging tactics on loyalty during the customer journey?' the potential loyalty rate of each tactic is needed. The Whole journey service tactics scores (on a scale from 1 to 8) 4,76 points for loyalty, the Chatbot service tactic scores (on a scale from 1 to 8) 4,71 points for loyalty. The after-sale service tactics scores (on a scale from 1 to 8) 5,30 points for loyalty. Concluding in the following two statements:

- The tactic with the biggest potential influence on loyalty during the customer journey is the After-sale service.
- The tactic with the less potential influence on loyalty during the customer journey is the Chatbot service tactic.

To see where the most potential loyalty is built up during the customer journey the total phase loyalty scores are presented in table 4.8: Overall results of the tactics on loyalty and WhatsApp Appreciation and Figure 4.6: Overall results for each Instant Messaging Reference Model phase. The conclusion drawn from this data:

- The Advocate phase scores (on a scale from 1 to 8) the highest score for loyalty rate; 5,42.
- The Experience phase (when the expectations of the consumer are met) comes as second with a score of 5,25.
- The phase with the lowest loyalty score of 4,51 is measured within the Experience phase (when the expectations of the consumer are not met).

The Advocate phase contribute the best on potential loyalty. According Edelman (2010) in the Advocate phase, (regarding the outcome of the Experience phase) the consumer advocate the product or criticizes it. The consumer place content about the experience on social media during the Advocate phase. By placing content on social media the loyalty among the consumer increase, according the theories of Edelman (2010) and Sutton (2011). In the After-sales service case participants are presented with a situation where the company through WhatsApp asked for feedback to improve the product. By asking feedback as a company the consumer feels important and appreciated (Osterwalder et all., 2010), which lead to the highest loyalty rate score of this study.

WhatsApp appreciation conclusion
Next to an increase in the potential loyalty it is useful to know if WhatsApp is being appreciated by the consumer. By doing a linear regression test within all the different customer journey phases and within the three different tactics the following conclusions are drawn;
- The appreciation of WhatsApp score indicates the loyalty rate.
- The more the customer appreciate the possibility of using WhatsApp in the given situation, the higher the loyalty rate score.

The scores (on a 1 to 8 scale) on the questions if the participant would appreciate the use of WhatsApp in the described tactic provide the following concussions.
- During the After-sale service tactic the use of WhatsApp is best appreciated; 5,46 points.
- During the Whole Journey service tactic, the use of WhatsApp is the least appreciated, 5,11 points.

The WhatsApp appreciation scores for each phase of the customer journey individually is conclude as follows;
- The Experience phase (when the expectations of the consumer are met) scores the highest for WhatsApp appreciation; 5,84 points
- The Advocate phase scores second with 5,83 points
- The lowest WhatsApp appreciation score of 4,25 points is measured in the Bonding phase.

The tactic WhatsApp appreciation scores correspond to the loyalty rate scores, the higher (or lower) the WhatsApp appreciation score the better (or worse) the loyalty rate score, except for the total score of the Whole journey service case and the total of the Chatbot service case. This is due to the fact that WhatsApp is not appreciated at all in the Bonding phase (lowest score of all; 3,70 points) which ensure that the average score of the Whole journey service tactic goes down. The Chatterbot service case has no touchpoint within the Bonding phase and is therefore not affected by this bad-scoring phase.
    To see if all the drawn conclusions are made for all participating groups, the groups gender, age and educational are compared with each other by using t-test and ANOVA. The conclusion;
- There is no significant difference between the tested groups
- The results and conclusions from the survey apply to all different genders, ages and educational levels.

Second best scoring phase for potential loyalty increment and best score phase for WhatsApp appreciation is the Experience phase (when the expectations for the consumer are met). During the survey the participant is in a situation where they need to contact the company for some user questions. According the results using WhatsApp in this situation leads to a high loyalty rate score and the highest WhatsApp appreciation score. Alarming is the downturn in points when in the Experience phase the expectations of the consumer are not met; dropdown of 0,74 points. According the research of Oliver (1999) the factor superiority of the product is an element that influence a customer on getting loyal.

Short conclusion
Reflecting on the research question the Chatbot service tactic has the lowest potential influence on loyalty. A possible reason here for is found within the interviews; due to bad prior experience with live chat on web shop. and the lack of personal contact the current view on the use of WhatsApp chatterbot is ruin.

The after-sale service tactic shows the highest potential influence on loyalty. The reason here for is found within literature study; by asking feedback consumers feels important and appreciated, which contribute to loyalty (Osterwalder et all., 2010).

5.2.3 Conclusion Qualitative Research

In response to the survey, three participants are randomly picked to verbal clarify their chosen answers. The results are found in chapter 4 and in Appendix 3, this paragraph concludes the results and aims to declare some conclusions made in the previous paragraph.

Whole Journey Service Tactic

During the Whole journey service tactic, the interviewees indicated that WhatsApp have better characteristics than email or the online chat services some web shops offer. If communication in this phase goes through an instant messaging channel, preferred is to chat with the same person as in previous contact. As stated in the literature study and as outcome of the conducted survey the Bonding phase is used to stay connected with the consumer for follow up sales or stimuli to buy other products, but WhatsApp is not the right channel. The interviewees indicate they are afraid for spam messages.

The drop of the loyalty rate score in the Experience phase (when the expectations of the customer are met and when the expectations are not met) is explained as follows; when the expectations are not met the interviewee does not see the advantages of using WhatsApp instead of calling (faster than instant messaging) the company. Another statement made within this phase; The return policy should be clear before buying the product or easy to find on the website. Using WhatsApp to find out about the policy seems illogical.

Based on above two statements it seems that within the Whole journey service case WhatsApp is not the right channel to communicate with a consumer when the expectations of the product are not met in the Experience phase.

Chatbot service tactic

During the Chatbot service tactic in each phase the interviewees indicated that they see no advantage in a conversation with a robot comparing with a chat conversation with a real person. They even feel a bit offended that the company does not take time and effort to go into a personal conversation. These two negative statements could indicate why of all three tactics the Chatbot service tactic gets the lowest loyalty rate score.

All the interviewees of them indicate that they have bad prior experience with live chat on web shop. Due to this experience (and the lack of personal contact) the current view on the use of WhatsApp chatterbot is ruin.

After-sale service

The third case is located in the phases after the purchase; the After-sale service. According to the interviewees this is the best tactic, they conclude the following points; WhatsApp is a suitable medium because the smartphone is used all the time and everywhere, added value will be if WhatsApp contact is possible outside office hours, beside the interviewees state that they attach value to a private chat environment instead of having public conversations, like asking and or posting on Facebook.

The most increase in loyalty according the interviewees arise in the Advocate phase, by getting asked for feedback they feel important and appreciated. This corresponds to the theory of Osterwalder (2010). The interviewees indicate that WhatsApp is in their perception the best communication channel for asking feedback. This is partly due to the fact that they are annoyed by the click through mails and difficult not mobile friendly website companies use nowadays to ask feedback from their consumers.

Short conclusion

The interviewees are asked to give an overall opinion about the implementation of WhatsApp to create loyalty, the following points are mentioned;
- Important to speak with the same person. From the first contact moment to the last.
- An option to choose when and whereabouts the company can chat with them.

The overall opinion the interviewees share is the distrust about the Chatbot tactic. This is due to past experience with not so intelligent chatterbot or 'live chat' websites. Another reason the interviewees gave less loyalty points for the chatterbot tactic is that 'the new generation' properly need less personal attention but that the 'older generation' have personal attention highly valued.

5.3 Conclusions overall

This page shows in a glance the results of this study on the potential influence of instant messaging tactics on loyalty.

Research question:

What is the potential influence of instant messaging tactics on loyalty during the customer journey?

The answer:

The presented tactics; Whole Journey Service Tacic, Chatbot Service Tactic and After-sale tactic have a positive potential influence on loyalty during the customer journey.

- The Chatbot service tactic has the least positive potential influence on loyalty.
- The After-sale tactic has the most positive potential influence on loyalty.

- Using instant messaging within the Advocate phase of the customer journey has the most positive potential influence on loyalty.
- Using instant messaging within the Experience (negative) phase of the customer journey has the least positive potential influence on loyalty.
-

Instant messaging reference model:

The presented instant messaging reference model indicates which instant messaging tactic can be applied on the different touchpoints during the customer journey to increase the potential loyalty of the customer. In the table below an overview of all the loyalty scores for each instant messaging reference model phase and tactic is presented. The total scores are coloured from red (lowest loyalty score) to green (highest loyalty score).

Table 5.1
Conclusions overall

Phase \ Tactic	Whole Journey Service	Chatbot Service	After-sale Service	Total Phase
	Loyalty score	Loyalty score	Loyalty score	Loyalty score
Orientation / Consider	4.73	4.39		FIFTH 4.56
Orientation / Evaluate	4.99	4.84		THIRD 4.92
Experience (Positive)	5.03	5.20	5.53	SECOND 5.25
Experience (Negative)	4.65	4.37		SIXTH 4.51
Advocate			5.42	FIRST 5.42
Bonding	4.40		4.93	FOURTH 4.67
Total Tactic	SECOND 4.76	THIRD 4.71	FIRST 5.30	

Instant messaging tactics ranked from highest to lowest potential positive influence on loyalty:
1. After-sale Service
2. Whole Journey Service Tactic
3. Chatbot Service Tactic

Instant messaging reference model phases ranked from highest to lowest potential positive influence on loyalty.
1. Advocate phase
2. Experience phase (positive)
3. Orientation / Evaluate phase
4. Bonding phase
5. Orientation / Consider phase
6. Experience phase (negative)

The chatterbot

Despite the success of the use of chatterbots in Asia and the announcement of Facebook to implement the chat bots into Facebook Messenger (see chapter 1. Introduction) this study does not show equivalent results. A possible reason here for is found in the conducted interviews; bad prior experience with live chat on web shop and due to the lack of personal attention. Chapter 6. Discussion this is discussed further.

The presented instant messaging reference model from chapter 2. Literature review, is tested by the means of an online survey. The results of this survey are presented in chapter 4. Results and conclude within this chapter. Despite the disappointing results of the Chatbot Service score all the three instant messaging tactics have enough points to have a positive potential influence on loyalty during the customer journey. Also the usability of the reference model is tested positive, therefor the developed instant reference model during the literate study remains its developed form.
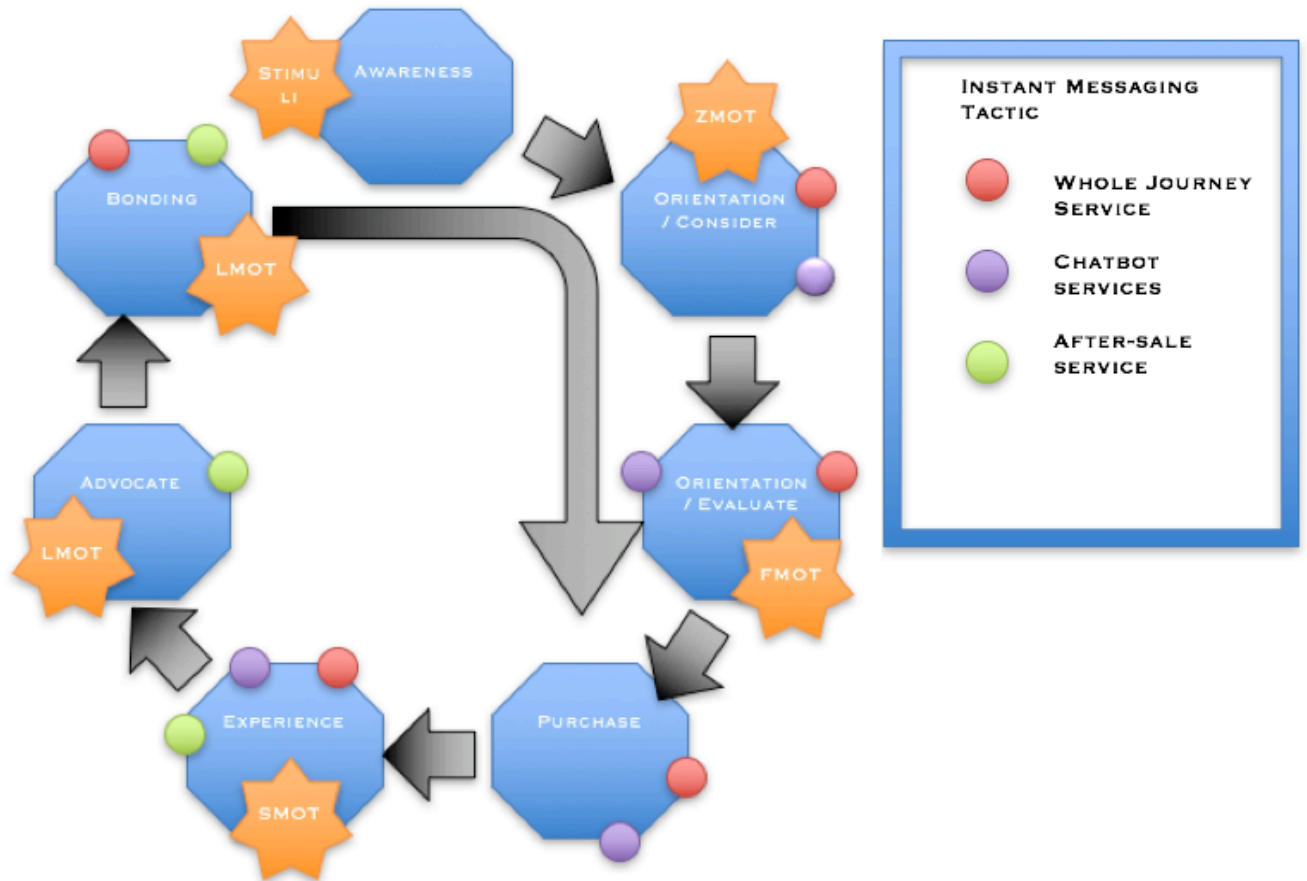
Figure 2.11: 'Instant Messaging Reference Model'

The blue octagons present the different customer journey phases, the orange starts the touchpoints and the coloured circles the different instant messaging tactics. For the recommended actions within the different phases and the touchpoint this study refers to table 2.6 Instant Messaging Tactics Reference Model and for the recommendations for each presented phase and tactic to the next paragraph 5.4 Recommendations.

5.4 Recommendations

By comparing the claimed points from the literature study to the results from the survey, the following conclusion is drawn; the Instant messaging reference model is suitable for creating loyalty among customers. The tested instant messaging tactics have a positive influence on loyalty during the customer journey. All the tested tactics score on a 1 tot 8 scale above the 4,5 points, which indicate that they score sufficient loyalty points to contribute to the loyalty of the customers. Below an overview with the implementation recommendations for the three develop tactics and the different Instant messaging reference model phases. The second paragraph discuss the recommendations for companies to applied instant messaging.

- Whole Journey Service Tactic
  - o Make sure that the customer gets advice/information from the same person in order to meet the needs of the customer to have personal assistance (Osterwalder et all., 2010).
  - o Each succeeding phase within the Instant messaging reference model is getting better loyalty rate scores, except for the Experience phase (when the expectation of the consumer is not met). This is mostly due to the disappointing first product experience, the appreciation of the possibility to use WhatsApp is still positive. The use of WhatsApp for this tactic is recommend but the main focus should be on the (first) product experience. The Experience phase is one of the last touchpoints to ensure the customer becomes loyal, as a company make the best use of it.
  - o This study does not recommend the use of WhatsApp in the Bonding phase to inform the consumer about related products. The results of survey show a major dropdown within the loyalty rate score and the WhatsApp appreciation of this phase, besides an important note comes from the 'national email survey 2015'; only one percent of the Dutch citizens will appreciate if they receive advertisement trough WhatsApp (Blinker & CG Selecties, 2015)

- Chatbot Service Tactic
  - o Companies only have one chance to make a first good contact, if risking this first chance by using a robot, be sure the robot is smart and customer friendly enough.
  - o Recommend is to make only use of chatterbots at convenience product purchases, when there is a low need of personal assistant. Recommendations according the literature is to use a chatterbot for answering simple questions concerning opening hours, directions, terms and conditions or handle simple orders (Duursema, 2016). The advantage compared to a 'real' person answering the incoming WhatsApp messages; a chatterbot can replay within some seconds, in multiple chat conversation at any time of the day (Olson, 2016).
  - o This tactic scores the lowest score on loyalty and WhatsApp appreciation therefor this study recommends this tactic as lowest of the three investigated tactics.

- After-sales Service Tactic
  - o This tactic scores the highest on loyalty and WhatsApp appreciation (also in each Instant messaging reference model phase) therefor this study recommends this tactic as highest of the three investigated tactics.
  - o Recommend is to be available outside the regular office hours for products questions and after-sale service. To get the highest loyalty rate score companies should involve the consumer at the development of (new) products. By asking feedback consumers feels important and appreciated, which contribute to loyalty (Osterwalder et all., 2010).
  - o As result from the survey came forward that almost 60% of all the questioned never had contact with a company through WhatsApp before. By making use of the multichannel strategy the customer is optimally served and the customer is not completely dependent on the still reasonable new and unknown WhatsApp channel.

- Orientation / Consider Phase
  - In the first phases of the customer journey the customer is still orientating and gathering information. This is not the phase whereby a customer switch to becoming loyal to a certain company but within this phase it is important as a company to be present to provide product information and answer questions. A company must make sure they offer potential customers an opportunity to reach out to them by sending a messages through an instant messaging application.
  - The ZMOT increasingly takes place on a smartphone, even in front of the self the customer uses his smartphone for searching additional information (Lecincki, 2015). A company needs to be present on this moment, otherwise a first contact with a potential customer is going to waste and a competitor will make the first contact.

- Orientation / Evaluate Phase
  - Customers are close to purchase; they are seeking answers to specific questions. If a company do not supply them, others in the customers network (including competitors of the company) will.
  - When the first contact is made though instant messaging the potential customer and the company are in a private online setting, which is suitable for a two-way communication. If a consumer can respond to a company the chance of creating a loyalty loop increases (Court, 2009). In addition, Greenberg (2009) stresses that the best way to create this two-way interaction between customer and company is when the customer has the leading role during this conversation.

- Experience Phase
  - Provide targeted information that helps customers use the products or helps them to return or fix the product.
  - While using the product the consumer can send a message to the company for questions or additional information. In this phase this study recommends to use instant messaging as customer care.
  - The held survey shows a drop in loyalty rate within this phase when the product expectations of the consumer are not met. The company focus should always be on the product self, instant messaging is (an important) extra channel to increase the chance of a consumer becoming loyal.
  - Serve the (unsatisfied) consumer as good as possible within this phase by sending personal instant messaging messages and respond fast. The chance of creating a loyalty loop increases when the consumer feels appreciated and communicates with the company after the purchase (Edelman, 2010).

- Advocate Phase
  - By asking feedback as a company this consumer feels important and appreciated (Osterwalder et all., 2010). The consumer wants to be involved for development of the product. If satisfied, the consumer remains engaged with the brand, which increasing the chances of becoming loyal to the brand (Edelman, 2010).
  - Communicate one on one with the customer in a private environment. The company can ask for feedback when a consumer is using the product for a longer time.
  - Place a 'share button' for sharing content with other users, sharing increases the chance of a consumer becoming loyal.

- Bonding Phase
  - Companies should be careful when sending the consumer new related product, instant messaging is not the best channel to use for advertisement.
  - Do not use instant messaging as a push marketing tool, let the customer start the conversation. Use consumers input and feedback to improve the product.

5.4.1. Recommendations for companies

This section describes the recommendations for companies that want to apply one of the discussed instant messaging tactics.

This explanatory study does not distinguish between products, the three presented tactics are based on different customer relationships (see chapter 2.5.1 Different Customer Relationships). The first recommendation for a company that wants to use an instant messaging tactic; determine which type of customer relationship the company has with its customers. On the basis of the customer relationship type the company must choose one of the discussed instant messaging tactic. The chatbot service tactics has according this research the lowest potential influence on loyalty. Beside the low loyalty rate score the use of a chatterbot is still uncommon in most markets and a new phenomenon for consumers (see chapter 5.2.2 Conclusions Quantitative Research). When a company for the first time implement an instant messaging channel this research recommends; start with the Whole journey service tactic or the After-sale service tactic. When a company has more experience with the use of instant messaging to create loyalty among consumers or if a follow up study (about the implementation of chatterbots to create loyalty) provides more information, a company can consider to deploy instant messaging chatterbots. This study recommends to make only use of a chatterbot at convenience product, when there is a low need of personal assistant (see 5.4 recommendations).

The second recommendation for companies deploying an instant messaging channel; introduce it step-by-step next to the other channels the company use to communicate with customers. From all the questioned people during this research almost 60% indicated that they had never contact with a company through WhatsApp before. The Omni channel strategy describes; serve consumers through multiple channels (Piotrowicz et al., 2014), this research recommends to implement the instant messaging tactic next to other (online) channels. As a result, the customer still has the possibility to choose the channel (they prefer) to get in touch with the company.

The after-sale Service has, according this research the highest influence on customer loyalty. Additionally, the literature shows that loyalty arises in phases after the purchase (the phases where this tactic is active) therefor this tactic is mostly recommended for companies that want to implement an instant messaging channel. The recommendation for the different phases where the After-sale service tactic is active are describes on the previous page.

When setting up an instant messaging channel based on the findings of this research companies must take into consideration; this study took increasing loyalty as a starting point and not increase sales or the development of a customer service. When drafting expectations of the instant messaging channel the company needs to be clear about the ultimate goal (increasing loyalty) of this new channel.

Due to the fact that this research is an exploratory broad research there is no specific outcome that one on one can be taken over by a company. This research recommends companies to develop their own instant messaging strategy that is in line with their marketing and business strategies and use the finding of this research as input or as a starting point during the development of the instant messaging strategy.

For business case examples on how instant messaging can be used this study refers to chapter 2.6.1 WhatsApp Business Applications and chapter 2.6.2 WhatsApp Business Case Examples. For the latest developments and implementation possibilities in the field of instant messaging this research recommends the blogs of J. Duursema on www.jarnoduursma.nl. Duursema (2016) is an expert in business use of WhatsApp.

6. Discussion

This chapter will critically examine the findings and aims to point out weak points within this study. Besides by starting the discussion this section of the study aims to show which parts need a follow up study, can be studied better or differently.

Before calling parts into questions, this research gives a good impression of the possibilities of the use of instant messaging tactics and the potential effects on loyalty. By focusing during the customer journey on creating loyalty a new circular customer journey has arises, due to the scientifically proven social media touchpoint (Edelman, 2010) (McKinsey Company,2009) this model is usable for creating loyalty among consumers. The new mental model of Google (Lecinksi, 2011 & 2015) shows that smartphone use during the customer journey increasingly has risen. Cohen (2013) follows up that the 'moments' of The mental model are attuned to the possibilities of the two-way communication that occurs trough social media. According the Newcom Research & Consultancy (2010) the characteristics of social media match with the characteristics of instant messaging, by adding thereto the Omni-channel strategy (optimally serve the consumers through multiple channels) the positive opportunities for instant messaging are confirmed.

The first discussion point of this study is found in the method section; the surveyed participants are chosen on basis of convenience sampling. This does not correctly reflect the Dutch population therefor the outcomes of this study are not applicable for the all residents of the Netherlands. However, it gives a good impression on how instant messaging is used among 16 year till 27 year old, mostly in the east of the Netherlands living people.

Subsequently this study bumped into the challenge that not all the participants are familiar with the different instant messaging applications, therefore is chosen to use WhatsApp as referential instant messaging application during the survey. According Van de Veer (2016) WhatsApp is by a wide margin the most used instant messaging platform in the Netherlands, using WhatsApp gives a good indication on how instant messaging tactics contributes to loyalty.

To maintain the widest possible investigation, it is decided to not name any products in the cases in the survey. Because this study is not focused on specific products it is a wide study, but therefor it loses in strength. By contrast the outcomes of this explorative study are applicable for all markets and all products.

Sending instant messages to organizations is still in its early stages for both, customer and company. Due to this some participants indicted having difficulties with imaging some situations where instant messaging is applied, especially within the Chatbot service case. For more clarification on how instant messaging should be implemented, for the different customer relationships, at different touchpoint in the instant messaging reference model, more research is required.

The presented instant messaging reference model is tested on usability, however it has been tested by the researcher self and only within the conceived cases for this research, not yet in real practice. To estimate the usability of the presented model a follow-up study is necessary with cases from the field and the interpretation of another researcher.

Chatbots

Interviewee indicated that the past experience with 'live chat' on has ruin the current view on the use of WhatsApp chatterbots. The outcomes of the survey for the chatbot service tactic is not negative but shows the lowest potential influence on loyalty of all the three tested instant messaging tactics.

Returning to the introduction of this study; the popularity of the instant messaging application WeChat in China. Besides sending text messages the WeChat application is evolved to a powerful marketing tool, and a chatterbot program that automatic replay on messages. Facebook announced that the Facebook chat application will focus on the implementation of chat bots as well (Olson, 2016). The literature and the experts are enthusiastic about using chatterbots, this enthusiasm is not fully reflected by the outcomes of this study, a follow-up study could provide more clarity: Why are the participants not so positive about the implementations of instant messaging chat robots? Is it due to the bad past experience and lack of personal attention or do the participants not see the positive sides of an automatic generated instant messaging robot?

This exploratory research has as main goal to find answer on the research question and additionally to test the presented instant messaging reference model. Due to the fact that this is an exploratory study their remains unclear and unexplained results. Therefor before any conclusions on the area of chatterbots cab be drawn a follow-up study in the field of instant messaging chatterbots is require.

Reference

A. M Turing. On Computable Numbers, with an Application to the Entscheidungsproblem. Received 28 May, 1936.

A. Turing. Computing machinery and intelligence. Mind, 59(236):435–460, 1950.

Agrebi, S., & Jallais, J. (2015). Explain the intention to use smartphones for mobile shopping. *Journal of Retailing and Consumer Services*, *22*, 16-23.

Barry, T. E., & Howard, D. J. (1990). A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, *9*(2), 121-135.

Blinker & CG selecties. (2015). national email survey. Retrieved 23-03-2016, from http://d2lkacpp4m5oo7.cloudfront.net/wp-content/uploads/gravity_forms/93-e9153ffa22b1c0d6aeb526674264173f/2015/10/BlinkerNationaalEmailOnderzoek2015.pdf

Brink, A., & Berndt, A. (2008). Relationship marketing and customer relationship management. Juta and Company Ltd.

Cohen, H (2013). A Modern Marketing Architecture: The Foundation for Intelligent Customer Engagement.

Corpuz, J (2015). *10 Best Messaging Apps.* Retrieved 22-03-2016, from http://www.tomsguide.com/us/pictures-story/654-best-messaging-apps.html

Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The consumer decision journey. *McKinsey Quarterly*, *3*, 96-107.

Day, M., Rosenberg, J., & Sugano, H. (2000). A model for presence and instant messaging.

Duursma, J (2015). *WhatsApp for companies*. Retrieved 23-03-2016, from http://www.whatsappvoorbedrijven.nl

Duursma, J (2016). Hoe wordt WhatsApp zakelijk ingezet? Resultaten eerste onderzoek in Nederland. Frankwatching

Edelman, D. (2010). Branding in the digital age. You're Spending Your Money In All the Wrong Places. Harvard Business Review, 62-69.

Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, *13*(1), 210-230.

Faase, R., Helms, R., & Spruit, M. (2011). Web 2.0 in the CRM domain: defining social CRM.*International Journal of Electronic Customer Relationship Management*, *5*(1), 1-22.

Gentner, D., & Stevens, A. L. (2014). *Mental models*. Psychology Press.

Greenberg, P. (2009). Social CRM comes of Age. *White paper*.

Gummerus, J., Liljander, V., Weman, E., & Pihlström, M. (2012). Customer engagement in a Facebook brand community. *Management Research Review*, *35*(9), 857-877**.**

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. Journal of service research, 13(3), 311-330.

Junior, P. T. A., & Filgueiras, L. V. L. (2005, October). User modeling with personas. In *Proceedings of the 2005 Latin American conference on Human-computer interaction* (pp. 277-282). ACM.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, *53*(1), 59-68.

Kotadia H. (2010). *Definitions of Social Customer Relationship Management (CRM) – Explained!* Retrieved 23-02-2016 from http://hkotadia.com/archives/2157

Lecinksi, J. (2011). *Winning the zero moment of truth*. Zero Moment of Truth.

Lecinksi, J. (2015). ZMOT: Why It Matters Now More Than Ever. Zero Moment of Truth.

LeRouge, C., Ma, J., Sneha, S., & Tolle, K. (2013). User profiles and personas in the design and development of consumer health technologies. *International journal of medical informatics*, *82*(11), e251-e268.

Luckerson v (2016). *Chatbots Are Back And They're About to Take Over.* Retrieved 29-04-2016, from http://time.com/4194063/chatbots-facebook-messenger-kik-wechat/

Maness, J. M. (2006). Library 2.0 theory: Web 2.0 and its implications for libraries. *Webology*, *3*(2), 2006.

Marcus D (2015). *Why Facebook has entrusted its future to the CEO of PayPal*. Retrieved 26-02-2016, from http://www.wired.com/2014/11/on-david-marcus-and-facebook/

Mauldin, Michael L. "Chatterbots, tinymuds, and the turing test: Entering the loebner prize competition." *AAAI*. Vol. 94. 1994.

Meyer, C., & Schwager, A. (2007). Understanding customer experience. *Harvard business review*, *85*(2), 116.

Mohan, S., Choi, E. and Min, D. (2008) 'Conceptual modeling of enterprise application system using social networking and Web 2.0 'social CRM system'', *Proceedings of the 2008 International Conference on Convergence and Hybrid Information Technology*, 237–244.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *The journal of marketing*, 20-38.

Nations, D. (2015). *What Is Social Media? Explaining the Big Trend.* Retrieved 24-02-2016, from http://webtrends.about.com/od/web20/a/social-media.htm

Nouhuys, R. J. V. (2004). Multi-channel dashboard. *Informatie-Maandblad voor de Informatievoorziening*, 44-48.

O'Hara, K. P., Massimi, M., Harper, R., Rubens, S., & Morris, J. (2014, February). Everyday dwelling with WhatsApp. In *Proceedings of the 17th ACM conference on Computer supported cooperative work & social computing* (pp. 1131-1143). ACM.

O'reilly, T. (2007). What is Web 2.0: Design patterns and business models for the next generation of software. *Communications & strategies*, (1), 17.

Oliver, R. L. (1999). Whence consumer loyalty?. *the Journal of Marketing*, 33-44.

Olson, P. (2016). Forbes *Get Ready For The Chat Bot Revolution: They're Simple, Cheap And Abut TO Be Everywhere.* Retrieved 26-04-2016 from http://www.forbes.com/sites/parmyolson/2016/02/23/chat-bots-facebook-telegram-wechat/#1e9e4c672633

Osterwalder, A., & Pigneur, Y. (2010). Business model canvas. *Self published. Last*.

Piotrowicz, W., & Cuthbertson, R. (2014). Introduction to the special issue information technology in retail: Toward omnichannel retailing. *International Journal of Electronic Commerce*, *18*(4), 5-16.

Quarterly, M. (2009). The consumer decision journey. *David Court (June 2009)*.

Ranade, K (2012). Customer Loyalty – What is it? How Can You Measure and Manage It? *Loyalty Research Center.*

Rawson, A., Duncan, E., & Jones, C. (2013). The truth about customer experience. *Harvard Business Review*, *91*(9), 90-98.

Scaglione, F. (1988). Two-way communication. *Management Review*, *77*(9), 51.

Schlicht, M (2016). *Messaging Apps Have Surpassed Social Networks.* Retrieved 9-5-2016 from: https://medium.com/chat-bots/the-complete-beginner-s-guide-to-chatbots-8280b7b906ca#.6k94wdam4.

Staff, C. A. C. M. "Human or machine?." *Communications of the ACM* 58.4 (2015): 8-9.

Streams, R., Segments, C., & Propositions, V. The Business Model Canvas.

Strong, E.K. (1925). Theories of Selling, *Journal of Applied Psychology*, 9, 75-86.

Sundar, S. (2007, April). Cause related marketing: Tactic or Strategy. In *International Marketing Conference on Marketing & Society* (Vol. 4, pp. 8-10).

Sutton P. (2011). Social media master class. Influencing the buying process through social media.

Thompson, B. (2014). *The state of consumer technology at the end of 2014*. Retrieved 26-02-2016, from https://stratechery.com/2014/state-consumer-technology-end-2014/

Turpijn, L., Kneefel, S., & van der Veer, N. (2015). Nationale Social Media Onderzoek 2015. *Amsterdam: Newcom Research & Consultancy*.

Van der Kooi B. (2015). *Omnichannel marketing: van segmentatie naar individuele relevantie.* Retrieved 23-02-2016, from http://www.frankwatching.com/archive/2015/12/03/omnichannel-marketing-van-segmentatie-naar-individuele-relevantie/#more-364855.

Van der Veer, N. (2016). Nationale Social Media Onderzoek 2016. *Amsterdam: Newcom Research & Consultancy*.

Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, *91*(2), 174-181.

Wallace, D. W., Giese, J. L., & Johnson, J. L. (2004). Customer retailer loyalty in the context of multiple channel strategies. *Journal of retailing*, *80*(4), 249-263.

Wilson, F (2014). *What Just Happened.* Retrieved 26-02-2016, from http://avc.com/2014/12/what-just-happened/

Yin, R. K. (2013). *Case study research: Design and methods*. Sage publications.

Appendix

1. Questionnaire

Beste deelnemer,

Ten eerste wil ik je bedanken voor je deelname aan dit onderzoek in het kader van mijn master thesis. Deze vragenlijst is onderdeel van mijn master thesis voor de opleiding Communication Studies aan de Universiteit Twente. Het onderzoek richt zich op het inzetten van de instant messaging application WhatsApp. Je krijgt straks twee minicase voorgelegd omtrent het kopen van een product en het contact met het daarbij behorend bedrijf.
Er wordt alleen naar je mening gevraagd, er zijn geen goede of foute antwoorden! Het onderzoek zal ongeveer 10 minuten in beslag nemen.
De resultaten van deze vragenlijst zullen anoniem verwerkt worden. Voor vragen of opmerkingen kun je een e-mail sturen naar peter_de_witte@msn.com.
Nogmaals hartelijk dank voor je medewerking!

Met vriendelijke groeten,

Peter de Witte
Student Master Communication Studies, Universiteit Twente

Wat is je geslacht?
- o   Man
- o   Vrouw

Wat is je leeftijd?
- o   16 – 21
- o   22 – 27
- o   28 – 33
- o   34 – 39
- o   40 – 45
- o   46 – 51
- o   52 – 57
- o   58 +

Wat is je hoogst voltooide opleiding
- o   Basisonderwijs
- o   Lager/ voorbereidend beroepsonderwijs (lbo/ vmbo)
- o   Middelbaar algemeen voortgezet onderwijs (mavo)
- o   Middelbaar beroepsonderwijs (mbo)
- o   Hoger algemeen voortgezet onderwijs (havo)
- o   Voorbereiden wetenschappelijk onderwijs (vwo)
- o   Hoger beroepsonderwijs (hbo)
- o   Wetenschappelijk onderwijs (wo)
- o   Geen antwoord

Instant messaging is een vorm van directe communicatie via het wereldwijde web. Berichten zijn niet publiekelijk leesbaar, maar worden rechtstreeks afgeleverd bij de ontvanger(s). Instant messages kunnen worden uitgewisseld via een website of een speciaal programma. Het kan de vorm aannemen van een chatgesprek, maar ook lijken op het versturen en ontvangen van een e-mail.
Het bekendste en meest gebruikte instant messaging programma in Nederland is WhatsApp (9,8 miljoen gebruikers).
Bij de volgende mini-cases wordt een inkoopproces geschetst waarbij WhatsApp ingezet wordt. Probeer jezelf te verplaatsen in de beschreven situatie en jouw daarbij behorende WhatsAppgedrag.
Tijdens de case worden vragen gesteld omtrent je verwachte acties. Door middel van sterren (1 t/m 8) moet je per stelling aangeven in hoeverre je iets verwacht te overwegen.
1 ster geeft aan dat je iets totaal niet overweegt en 8 sterren geeft aan dat je iets zeker gaat doen.

CASE 1.

1.

Je wilt een (online) aankoop doen waarbij je informatie en advies nodig hebt van deskundige.

Tijdens het oriënteren over welk product het beste bij je past is er de mogelijkheid om informatie te vragen door te WhatsAppen.

In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je dit bedrijf aanraden bij vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

2.

Je maakt gebruik van de WhatsApp mogelijkheid en komt er door middel van het WhatsApp-gesprek achter welk product het beste aansluit bij jouw wensen.
Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.

Je ontvangt het product

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

3.

Het ontvangen product <u>voldoet aan je verwachtingen</u>. Echter door de gebruiksmoeilijkheid heb je vragen over hoe je het product moet gebruiken.

Informatie over hoe je het product moet gebruiken ontvang je via WhatsApp

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

4.

Je bent tevreden over het bedrijf en het gekochte product.

Via WhatsApp ontvang je informatie over gerelateerde producten.

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

5.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via WhatsApp heb je contact met het bedrijf en wordt er gezorgd voor een oplossing.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?

1   2   3   4   5   6   7   8

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?

1   2   3   4   5   6   7   8

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?

1   2   3   4   5   6   7   8

In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?

1   2   3   4   5   6   7   8

CASE 2.

'Een chatbot is een dienst, aangedreven door regels en soms kunstmatige intelligentie (A.I), dat communiceert via een chat-interface. Een WhatsApp chatbot is een chatrobot die gelijk antwoordt op al je berichten.

6.
Je wilt snel een simpele (online) aankoop doen.
Je hebt geen tijd of wilt geen moeite doen om informatie zelfstandig op te zoeken. Het bedrijf biedt de mogelijkheid om gebruik te maken van een chatterbot.

In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je dit bedrijf aanraden bij vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

7.
Je maakt gebruik van de WhatsApp chatbot en komt door middel van het WhatsApp-gesprek achter de informatie die je zocht.
Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.
Je ontvangt het product

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

8.
Het ontvangen product <u>voldoet aan je verwachtingen</u>. Tijdens je eerste gebruik heb je vragen over hoe je het product moet gebruiken.
Informatie over hoe je het product moet gebruiken vraag je aan de chatbot (deze beantwoordt de vragen naar behoren)

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

9.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via de WhatsApp chatbot ontvang je informatie over het retourneren.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

CASE 3.

10.

Je hebt een product gekocht

Het product bevalt goed, echter je hebt nog enkele gebruikersvragen. Deze stel je via de WhatsApp klantenservice van het bedrijf, je wordt naar behoren geholpen.

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

11.
Je problemen met het product zijn door de WhatsApp klantenservice opgelost. Het bedrijf wil door middel van jouw input het product aanpassen, je geeft hiervoor akkoord.

Jouw feedback wordt gebruikt om het product te verbeteren

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

12.
Jouw feedback wordt verwerkt in het product.

Via WhatsApp blijf je op de hoogte van de productontwikkelingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

13. Geef aan in welke mate je het eens bent met de stelling
    Ik zie mijzelf….

    een klantenservice raadplegen via WhatsApp
    1   2   3   4   5   6   7   8   9   10
    een aankoop/bestelling doen via WhatsApp
    1   2   3   4   5   6   7   8   9   10
    een betaling doen via WhatsApp
    1   2   3   4   5   6   7   8   9   10

14. Heb je weleens contact gehad met een bedrijf via WhatsApp
    o   Ja
    o   Nee

15. Zou je vaker de mogelijkheid willen om bedrijven te contacteren via WhatsApp?
    o   Ja
    o   Nee

15a. Bij welk type bedrijf zou je de mogelijkheid willen om te WhatsAppen? (Meerdere antwoorden mogelijk)
    o   Kledingwinkel
    o   Vliegtuigmaatschappij
    o   Gemeente
    o   Verzekeringsbureau
    o   Uitzendbureau
    o   Bank
    o   Supermarkt
    o   Webwinkel

Bedankt voor het invullen!

Met onder andere de resultaten van deze enquête stel ik een rapport op hoe bedrijven WhatsApp kunnen implementeren om de klantloyaliteit te verhogen.

Heb je interesse in de uitslagen of wil je mij graag even spreken…? Stuur een Appje

Peter de Witte
06-12763097

2. Questionnaire Responses

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count	Bottom 3 Box	Top 3 Box
What is your gender?	1.00	2.00	1.40	0.49	0.24	302	100.00%	100.00%

Gender

40.4% 59.6%

■ Male ■ Female

Q15 - What is your age?

■ 16 – 21 year
■ 22 – 27 year
■ 28 – 33 year
■ 34 – 39 year
■ 40 – 45 year
■ 46 – 51 year
■ 52 – 57 year
■ 58 year or older

Q15 - What is your age?

■ 16 – 21 year
■ 22 – 27 year
■ 28 – 33 year
■ 34 – 39 year
■ 40 – 45 year
■ 46 – 51 year
■ 52 – 57 year
■ 58 year or older
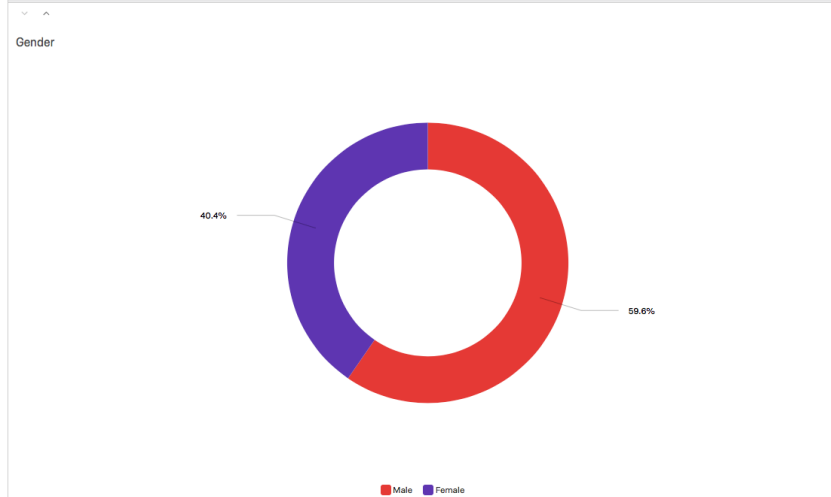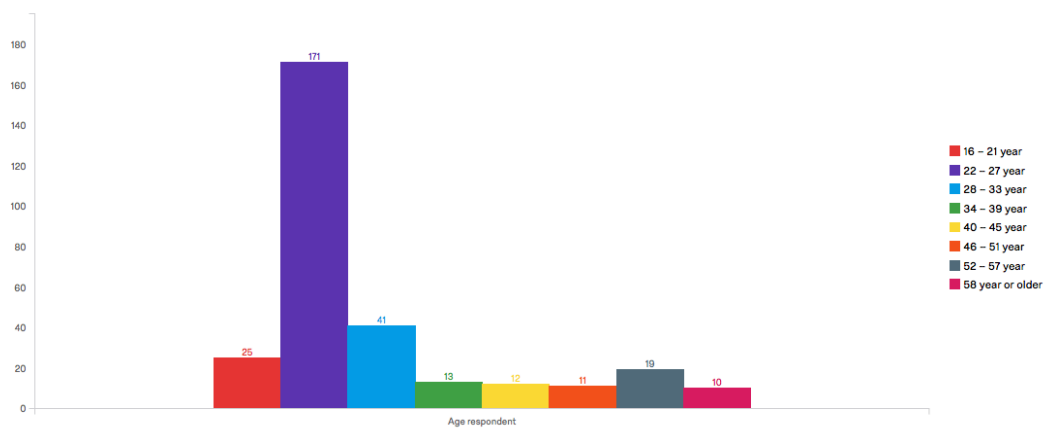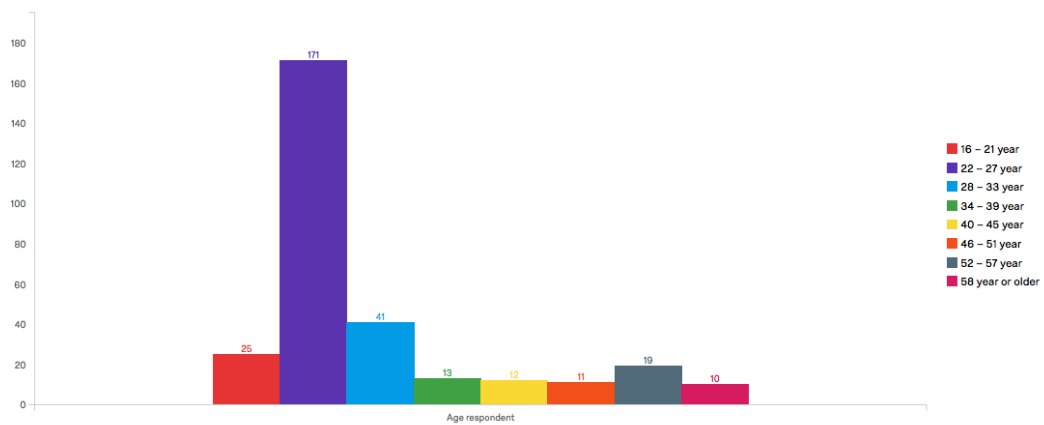
Q1 - to what extent will you

Field	Mean	Std Deviation	Variance
consider buying products from this company?	5.15	1.83	3.36
In hoeverre zal je dit bedrijf aanraden bij vrienden?	4.99	1.82	3.31
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?	4.94	1.88	3.53
appreciate the use of WhatsApp in this situation?	5.43	2.13	4.54

Q2 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?	5.32	1.87	3.49	168
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?	5.24	1.83	3.35	168
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?	4.60	1.90	3.61	168
appreciate the use of WhatsApp in this situation?	5.50	2.16	4.67	168

Q5 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?	5.0000	1.8224	3.3210	162
consider buying other products from this company?	4.7654	1.9326	3.7351	162
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?	4.8210	1.8084	3.2704	162
appreciate the use of WhatsApp in this situation?	5.4321	2.0813	4.3318	162

Q6 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
Scheduled: 12 Jul 2016 18:30 to 19:30	0.0000	0.0000	0.0000	0
In hoeverre zal je dit bedrijf aanraden bij vrienden?	4.4940	1.8835	3.5476	168
looking for alternative products, companies or brands?	4.9226	1.7795	3.1666	168
appreciate the use of WhatsApp Chatbot in this situation?	4.5893	1.9528	3.8135	168

Q7 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
recommend this company to a friend?	4.9939	1.8363	3.3719	164
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?	4.9634	1.6816	2.8279	164
looking for alternative products, companies or brands?	4.4085	1.7419	3.0343	164
appreciate the use of WhatsApp Chatbot in this situation?	5.3902	2.0076	4.0306	164

Q8 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?	5.4250	1.7484	3.0569	160
consider buying other products from this company?	5.3063	1.7029	2.9000	160
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?	4.1188	1.9052	3.6296	160
appreciate the use of WhatsApp Chatbot in this situation?	5.7813	1.8120	3.2834	160

Q9 - to what extent will you

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?	1.0000	8.0000	4.6604	2.0705	4.2872	159
consider buying other products from this company?	1.0000	8.0000	4.3962	1.9747	3.8996	159
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?	1.0000	8.0000	4.9497	1.9322	3.7333	159
appreciate the use of WhatsApp Chatbot in this situation?	1.0000	8.0000	5.2138	2.0782	4.3191	159

Q10 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?	5.89	1.56	2.43	177
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?	5.74	1.59	2.52	177
looking for alternative products, companies or brands?	4.03	1.78	3.17	177
appreciate the use of WhatsApp in this situation?	6.20	1.73	2.98	177

Q11 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?	5.7870	1.6432	2.7002	169
consider buying other products from this company?	5.5740	1.6841	2.8362	169
looking for alternative products, companies or brands?	4.1065	1.8749	3.5153	169
appreciate the use of WhatsApp in this situation?	5.8284	1.8999	3.6096	169

Q12 - to what extent will you

Field	Mean	Std Deviation	Variance	Count
recommend this company to a friend?	5.0180	2.0163	4.0655	167
consider buying other products from this company?	4.9281	1.9471	3.7912	167
looking for alternative products, companies or brands?	4.1497	1.9288	3.7201	167
appreciate the use of WhatsApp in this situation?	4.8024	2.2935	5.2604	167

Q13 - Indicate to what extent you agree with the statements I see myself...

Legend:
- Consult a customer service trough WhatsApp
- Make a purchase/order through WhatsApp
- Paying through WhatsApp

Values shown: 6.03, 4.16, 3.25 (Mean)
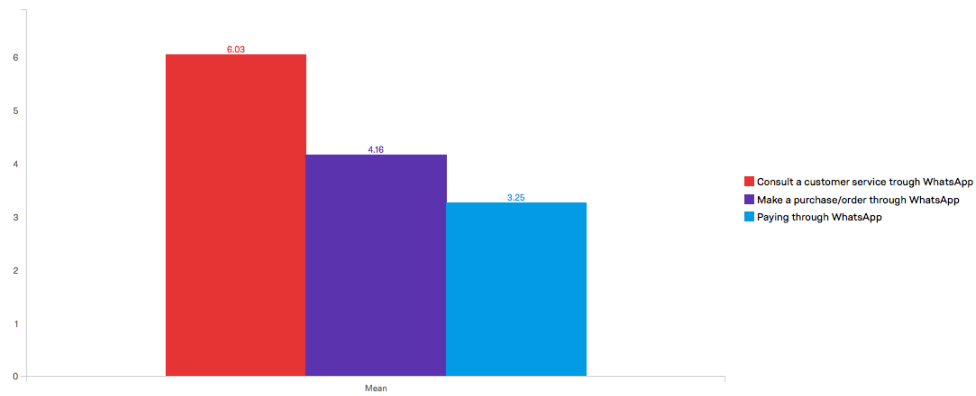
Q14 - Have you ever had contact with a company through WhatsApp

22.78%

77.22%

Yes ■ No
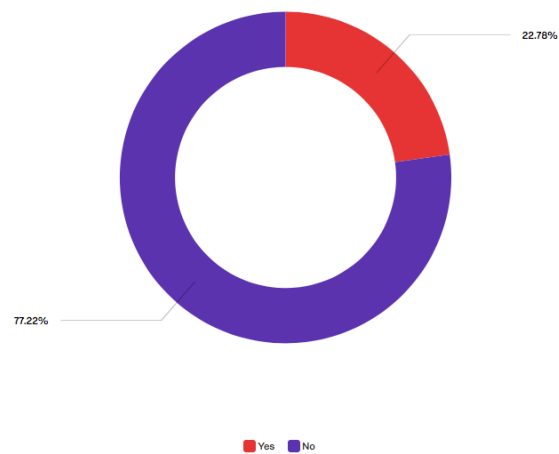
Q15 - Would you frequently want to contact companies through WhatsApp

32.07%

67.93%

■ Yes ■ No
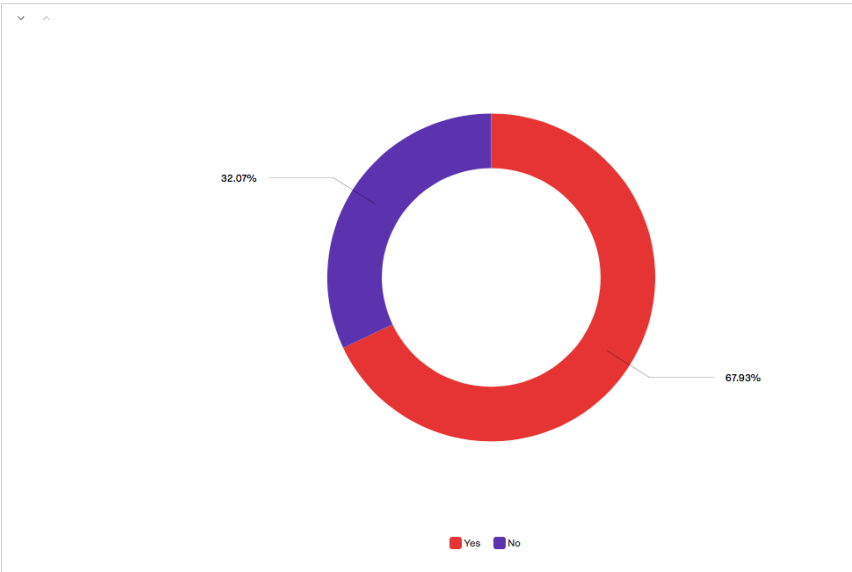
Q15b - At what type of company would you like the possibility to use the WhatsApp application? (Multiple answers possible)

Page Options ∨

3. Interviews

Wat is je geslacht?
- o <u>Man</u>
- o Vrouw

Wat is je leeftijd?
- o 16 – 21
- o 22 – 27
- o 28 – 33
- o <u>34 – 39</u>
- o 40 – 45
- o 46 – 51
- o 52 – 57
- o 58 +

Wat is je hoogst voltooide opleiding
- o Basisonderwijs
- o Lager/ voorbereidend beroepsonderwijs (lbo/ vmbo)
- o Middelbaar algemeen voortgezet onderwijs (mavo)
- o Middelbaar beroepsonderwijs (mbo)
- o Hoger algemeen voortgezet onderwijs (havo)
- o Voorbereiden wetenschappelijk onderwijs (vwo)
- o <u>Hoger beroepsonderwijs (hbo)</u>
- o Wetenschappelijk onderwijs (wo)
- o Geen antwoord

CASE 1.
1.

Je wilt een (online) aankoop doen waarbij je informatie en advies nodig hebt van deskundige.
Tijdens het oriënteren over welk product het beste bij je past is er de mogelijkheid om informatie te vragen door te WhatsAppen.

In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
1   2   3   **4**   5   6   7   8 → ligt aan de info die gegeven wordt
In hoeverre zal je dit bedrijf aanraden bij vrienden?
1   **2**   3   4   5   6   7   8→ Weet nog niks van het bedrijf
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8→ Ik zoek altijd naar alternatieven
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   **8**
Toelichting:

Heeft TV in gedachte genomen als product.

Mogelijkheid om informatie op te vragen is 'geweldig'. Vooral als het makkelijk en persoonlijk op maat is.
        'Respondent geeft aan zelf geen zin te hebben om te zoeken'

2.
Je maakt gebruik van de WhatsApp mogelijkheid en komt er door middel van het WhatsApp-gesprek achter welk product het beste aansluit bij jouw wensen.
Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.
Je ontvangt het product

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   **3**   4   5   6   7   8→ Heb de TV nog niet aangehad
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   **5**   6   7   8→ Wel hip dat chatten
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8 → Altijd
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   **6**   7   8 → Alleen link naar betalingspagina
Toelichting:

'Super chill als degene me echt geholpen heeft'
        Verder nu (in deze fase) niet heel veel aan

3.
Het ontvangen product <u>voldoet aan je verwachtingen</u>. Echter door de gebruiksmoeilijkheid heb je vragen over hoe je het product moet gebruiken.
Informatie over hoe je het product moet gebruiken ontvang je via WhatsApp

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   **6**   7   8   → als de TV goed werkt wel
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   **6**   7   8   → als de TV goed werkt wel
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   **3**   4   5   6   7   8   → Nu niet meer
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   **7**   8   → Vooral snel reageren wil ik
Toelichting:

Als het contact goed is en het product ook ben ik over alle punten enthousiast.

4.
Je bent tevreden over het bedrijf en het gekochte product.

Via WhatsApp ontvang je informatie over gerelateerde producten.

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?

1   2   **3**   4   5   6   7   8→ Niet mijn hoofd product

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?

1   2   3   4   5   6   **7**   8→ Hulpstukken graag zelfde mer

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?

1   **2**   3   4   5   6   7   8→ als goed is, koop ik daar ook wel

In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?

1   2   3   4   **5**   6   7   8   → voelt beetje als reclame aan

Toelichting:

Als het product en service gewoon goed is koop ik eventuele hulpstukken ook wel daar

5.
Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via WhatsApp heb je contact met het bedrijf en wordt er gezorgd voor een oplossing.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?

1   2   3   4   5   6   7   8

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?

1   2   3   4   5   **6**   7   8

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?

1   **2**   3   4   5   6   7   8

In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?

1   2   3   4   **5**   6   7   8   → Bellen lijkt me sneller

Toelichting:

Als product niet voldoet aan de verwachtingen: 'kan gebeuren, als ze netjes doen en meedenken dan zal ik niet negatief denken of communiceren over het bedrijf.'

Snelheid & Efficiëntie is het belangrijkst

CASE 2.

'Een chatbot is een dienst, aangedreven door regels en soms kunstmatige intelligentie (A.I), dat communiceert via een chat-interface. Een WhatsApp chatbot is een chatrobot die gelijk antwoordt op al je berichten.
6.
Je wilt snel een simpele (online) aankoop doen.
Je hebt geen tijd of wilt geen moeite doen om informatie zelfstandig op te zoeken. Het bedrijf biedt de mogelijkheid om gebruik te maken van een chatterbot.

In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
1   **2**   3   4   5   6   7   8 → Niet, heb nog geen info
In hoeverre zal je dit bedrijf aanraden bij vrienden?
1   **2**   3   4   5   6   7   8 → Heb nog niks gekocht
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8 → Altijd
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   **4**   5   6   7   8 → Simple aankoop, geen hulp nodig
Toelichting:

T-Shirt.   Chatbot is kut, wil met een mens communiceren.

7.
Je maakt gebruik van de WhatsApp chatbot en komt door middel van het WhatsApp-gesprek achter de informatie die je zocht.
Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.
Je ontvangt het product

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   **4**   5   6   7   8   → als het een hip shirt is
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   **6**   7   8   → Als het hip is wel
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   **2**   3   4   5   6   7   8   → nee, heb het al
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   **3**   4   5   6   7   8   → Chatbot lijkt me niks
Toelichting:

Deelnemer zegt: Dat ik de info gevonden heb is chill, maar als het shirt mooi past ben ik blij

8.
Het ontvangen product <u>voldoet aan je verwachtingen</u>. Tijdens je eerste gebruik heb je vragen over hoe je het product moet gebruiken.
Informatie over hoe je het product moet gebruiken vraag je aan de chatbot (deze beantwoordt de vragen naar behoren)

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8   → NIET is mijn shirt
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   **5**   6   7   8   → Misschien
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   **2**   3   4   5   6   7   8   → Niet, heb het product al
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   **7**   8   → Handig
Toelichting:

Ik snap wel hoe een t-shirt aan moet, misschien handig voor wasmachine tips

9.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via de WhatsApp chatbot ontvang je informatie over het retourneren.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?

1   2   **<u>3</u>**   4   5   6   7   8 → verkeerd t-Shirt, WTF kan zoiets?

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?

1   2   3   4   **<u>5</u>**   6   7   8 → Misschien

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?

1   2   3   4   5   6   **<u>7</u>**   8 → kijk altijd naar alternatieven

In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?

1   2   3   **<u>4</u>**   5   6   7   8 → Chatbot ☹

Toelichting:

' Kan de site niet zo functioneren dat je geen chatbot nodig bent? '

CASE 3.

10.

Je hebt een product gekocht

Het product bevalt goed, echter je hebt nog enkele gebruikersvragen. Deze stel je via de WhatsApp klantenservice van het bedrijf, je wordt naar behoren geholpen.

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   **7**   8 → W.A als aftersales lijkt me de shit
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   **7**   8 → W.A als aftersales lijkt me de shit
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8 → W.A als aftersales lijkt me de shit
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   **7**   8 → W.A als aftersales lijkt me de shit

Toelichting:

' ideale situatie lijkt me dit.'
I (L) Persoonlijke aandacht

11.

Je problemen met het product zijn door de WhatsApp klantenservice opgelost. Het bedrijf wil door middel van jouw input het product aanpassen, je geeft hiervoor akkoord.

Jouw feedback wordt gebruikt om het product te verbeteren

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   **8**
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   **8**
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   **8**
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   **8**

Toelichting:

' Mensen die naar mij luisteren vind ik geweldig..'

12.

Jouw feedback wordt verwerkt in het product.

Via WhatsApp blijf je op de hoogte van de productontwikkelingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   **7**   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   **7**   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   **7**   8

Toelichting:

Zie reactie vorige antwoord

13. Geef aan in welke mate je het eens bent met de stelling
  Ik zie mijzelf….

  een klantenservice raadplegen via WhatsApp
  1   2   3   4   5   6   7   **8**   → hier is W.A. voor bedoeld
  een aankoop/bestelling doen via WhatsApp
  1   2   3   4   5   6   7   **8**
  een betaling doen via WhatsApp
  1   **2**   3   4   5   6   7   8   → zo modern ben ik nog niet
Toelichting:

Het moet wel echt iets toevoegen, anders ga ik wel naar de FAQ

14. Heb je weleens contact gehad met een bedrijf via WhatsApp
  o   Ja
  o   **Nee**

15. Zou je vaker de mogelijkheid willen om bedrijven te contacteren via WhatsApp?
  o   **Ja**
  o   Nee

15a. Bij welk type bedrijf zou je de mogelijkheid willen om te WhatsAppen? (Meerdere antwoorden mogelijk)
  o   **Kledingwinkel**
  o   **Vliegtuigmaatschappij**
  o   **Gemeente**
  o   **Verzekeringsbureau**
  o   **Uitzendbureau**
  o   **Bank**
  o   Supermarkt
  o   **Webwinkel**

Toelichting:

  Ik wil een band opbouwen met iemand / de persoon waarmee ik app.

Wat is je geslacht?

- o <u>Man</u>
- o Vrouw

Wat is je leeftijd?

- o 16 – 21
- o <u>22 – 27</u>
- o 28 – 33
- o 34 – 39
- o 40 – 45
- o 46 – 51
- o 52 – 57
- o 58 +

Wat is je hoogst voltooide opleiding

- o Basisonderwijs
- o Lager/ voorbereidend beroepsonderwijs (lbo/ vmbo)
- o Middelbaar algemeen voortgezet onderwijs (mavo)
- o Middelbaar beroepsonderwijs (mbo)
- o Hoger algemeen voortgezet onderwijs (havo)
- o Voorbereiden wetenschappelijk onderwijs (vwo)
- o <u>Hoger beroepsonderwijs (hbo)</u>
- o Wetenschappelijk onderwijs (wo)
- o Geen antwoord

<u>CASE 1.</u>
1.
   Je wilt een (online) aankoop doen waarbij je informatie en advies nodig hebt van deskundige.
Tijdens het oriënteren over welk product het beste bij je past is er de mogelijkheid om informatie te vragen door te WhatsAppen.

      In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
      1   2   3   4   **<u>5</u>**   6   7   8
      In hoeverre zal je dit bedrijf aanraden bij vrienden?
      1   **<u>2</u>**   3   4   5   6   7   8
      In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
      1   2   3   4   5   6   **<u>7</u>**   8
      In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
      1   2   3   4   5   6   7   **<u>8</u>**

Toelichting:

Heeft Wasmachine in gedachte genomen als product.
      Respondent geeft aan dat W.A in deze situatie voor hem persoonlijk gemaakt moet worden door: Naam, Functie & Foto

2.
Je maakt gebruik van de WhatsApp mogelijkheid en komt er door middel van het WhatsApp-gesprek achter welk product het beste aansluit bij jouw wensen.
Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.
                       Je ontvangt het product

      In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
      1   2   3   4   5   **<u>6</u>**   7   8
      In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
      1   2   3   4   5   **<u>6</u>**   7   8
      In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
      1   2   3   4   5   6   7   **<u>8</u>**
      In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
      1   2   3   4   5   6   **<u>7</u>**   8
Toelichting:

      Persoonlijke touch behouden met klanten is altijd waardevol. Wil met dezelfde persoon praten als bij vorige aankoop/contact.

3.
Het ontvangen product <u>voldoet aan je verwachtingen</u>. Echter door de gebruiksmoeilijkheid heb je vragen over hoe je het product moet gebruiken.
              Informatie over hoe je het product moet gebruiken ontvang je via WhatsApp

      In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
      1   2   3   4   5   **<u>6</u>**   7   8
      In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
      1   2   3   4   5   6   **<u>7</u>**   8
      In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
      1   2   3   4   5   6   **<u>7</u>**   8
      In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
      1   2   3   4   5   6   **<u>7</u>**   8
Toelichting:

      Handig, MITS er direct gecommuniceerd / geantwoord wordt

4.

Je bent tevreden over het bedrijf en het gekochte product.

Via WhatsApp ontvang je informatie over gerelateerde producten.

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   **5**   6   7   8

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   **6**   7   8

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8

In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   **4**   5   6   7   8

Toelichting:

Dit voelt aan alsof het de reclame kant opgaat. Het is handig MITS het een oprechte aanbeveling treft.

5.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via WhatsApp heb je contact met het bedrijf en wordt er gezorgd voor een oplossing.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   **5**   6   7   8

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   **7**   8

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   **4**   5   6   7   8

In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   **6**   7   8

Toelichting:

' Ik bel liever bij een fout. De persoon MOET op alles een gedegen en passend antwoord geven! Niet van; ik ga even de monteur vragen. '

CASE 2.

'Een chatbot is een dienst, aangedreven door regels en soms kunstmatige intelligentie (A.I), dat communiceert via een chat-interface. Een WhatsApp chatbot is een chatrobot die gelijk antwoordt op al je berichten.
6.

Je wilt snel een simpele (online) aankoop doen.

Je hebt geen tijd of wilt geen moeite doen om informatie zelfstandig op te zoeken. Het bedrijf biedt de mogelijkheid om gebruik te maken van een chatterbot.

In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
1   2   **3**   4   5   6   7   8
In hoeverre zal je dit bedrijf aanraden bij vrienden?
1   **2**   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   **3**   4   5   6   7   8

Toelichting:

Gekochte product: HHD
' Zodra ik merk met een BOT te maken heb… Ben ik al niet meer warm te krijgen '

7.

Je maakt gebruik van de WhatsApp chatbot en komt door middel van het WhatsApp-gesprek achter de informatie die je zocht.

Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.

Je ontvangt het product

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   **5**   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   **5**   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   **5**   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   **5**   6   7   8

Toelichting:

' Zodra ik merk met een BOT te maken heb… Ben ik al niet meer warm te krijgen '

9.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via de WhatsApp chatbot ontvang je informatie over het retourneren.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   **8**
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

Toelichting:

' Het bedrijf neemt geen moeite om het persoonlijk te vertellen….. BELACHELIJK!!

CASE 3.
10.

Je hebt een product gekocht

Het product bevalt goed, echter je hebt nog enkele gebruikersvragen. Deze stel je via de WhatsApp klantenservice van het bedrijf, je wordt naar behoren geholpen.

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   **7**   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   **7**   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   **7**   8

Toelichting:

'Dit is wat ik wil, ideaal voor buiten werktijden om... TOP'

11.

Je problemen met het product zijn door de WhatsApp klantenservice opgelost. Het bedrijf wil door middel van jouw input het product aanpassen, je geeft hiervoor akkoord.

Jouw feedback wordt gebruikt om het product te verbeteren

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   **7**   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   **7**   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   **7**   8

Toelichting:

Persoonlijke aandacht geven aan klanten is geweldig! Laten mee denken aan ontwikkeling is next level... natuurlijk niet overal (bij iedereen) toepaspaar.

12.

Jouw feedback wordt verwerkt in het product.

Via WhatsApp blijf je op de hoogte van de productontwikkelingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   **7**   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   **7**   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   **7**   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   **7**   8

Toelichting:

Zie reactie vorige antwoord

13. Geef aan in welke mate je het eens bent met de stelling
    Ik zie mijzelf….

    een klantenservice raadplegen via WhatsApp
    1   2   3   4   5   6   7   **8**   → hier is W.A. voor bedoeld
    een aankoop/bestelling doen via WhatsApp
    1   2   3   4   5   6   7   **8**
    een betaling doen via WhatsApp
    1   **2**   3   4   5   6   7   8   → zo modern ben ik nog niet
Toelichting:

Vind belangrijkste dat ik dezelfde persoon spreek!

14. Heb je weleens contact gehad met een bedrijf via WhatsApp
    o   **Ja**
    o   Nee

15. Zou je vaker de mogelijkheid willen om bedrijven te contacteren via WhatsApp?
    o   **Ja**
    o   Nee

15a. Bij welk type bedrijf zou je de mogelijkheid willen om te WhatsAppen? (Meerdere antwoorden mogelijk)
    o   **Kledingwinkel**
    o   **Vliegtuigmaatschappij**
    o   **Gemeente**
    o   Verzekeringsbureau
    o   Uitzendbureau
    o   Bank
    o   Supermarkt
    o   **Webwinkel**

Toelichting:

DENK ALLE SITUATIES WEL… Als het maar PERSOONLIJK is… Ander ga ik wel op de Website Zoeken.

Wat is je geslacht?
- o <u>Man</u>
- o Vrouw

Wat is je leeftijd?
- o 16 – 21
- o 22 – 27
- o <u>28 – 33</u>
- o 34 – 39
- o 40 – 45
- o 46 – 51
- o 52 – 57
- o 58 +

Wat is je hoogst voltooide opleiding
- o Basisonderwijs
- o Lager/ voorbereidend beroepsonderwijs (lbo/ vmbo)
- o Middelbaar algemeen voortgezet onderwijs (mavo)
- o Middelbaar beroepsonderwijs (mbo)
- o Hoger algemeen voortgezet onderwijs (havo)
- o Voorbereiden wetenschappelijk onderwijs (vwo)
- o Hoger beroepsonderwijs (hbo)
- o <u>Wetenschappelijk onderwijs (wo)</u>
- o Geen antwoord

<u>CASE 1.</u>
1.
   Je wilt een (online) aankoop doen waarbij je informatie en advies nodig hebt van deskundige.
Tijdens het oriënteren over welk product het beste bij je past is er de mogelijkheid om informatie te vragen door te WhatsAppen.

   In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
   1   2   3   4   5   6   7   8
   In hoeverre zal je dit bedrijf aanraden bij vrienden?
   1   2   3   4   5   6   7   8
   In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
   1   2   3   4   5   6   7   8
   In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
   1   2   3   4   5   6   7   8
Toelichting:

   Als eerste contact is gelegd, dan switch je niet snel meer qua bedrijf.
   WhatsApp = prettig, persoonlijk geen fan van online chat…
        WA reageert sneller en bekent met het medium
   mail kost toch vaak meer tijd ivm mailtje opstellen

3.
Het ontvangen product <u>voldoet aan je verwachtingen</u>. Echter door de gebruiksmoeilijkheid heb je vragen over hoe je het product moet gebruiken.
   Informatie over hoe je het product moet gebruiken ontvang je via WhatsApp

   In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
   1   2   3   4   5   6   7   8
   In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
   1   2   3   4   5   6   7   8
   In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
   1   2   3   4   5   6   7   8
   In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
   1   2   3   4   5   6   7   8
Toelichting:

- *Handleidingen worden niet meer gelezen?*
- *Mensen zijn lui en willen vragen i.p.v. zelf zoeken*
- *Lost WA een probleem op of moet je een duidelijker handleiding maken?*
- *Het persoonlijk contact zorgt ervoor of ik wel of geen 'fan' van het bedrijf wordt*

4.
Je bent tevreden over het bedrijf en het gekochte product.
        Via WhatsApp ontvang je informatie over gerelateerde producten.

   In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
   1   2   3   4   5   6   7   8
   In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
   1   2   3   4   5   6   7   8
   In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
   1   2   3   4   5   6   7   8
   In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
   1   2   3   4   5   6   7   8
Toelichting:

   Nee wil dit niet!!! Snap wel dat dit werkt in veel gevallen en/of verschillende producten werkt.

5.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via WhatsApp heb je contact met het bedrijf en wordt er gezorgd voor een oplossing.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
1   2   3   4   5   6   7   8

Toelichting:

Duidelijke voorwaarde meeleveren dan weet men wat ze moeten doen... WA is niet noodzakelijk
Retour procedure moet voor (de aankoop) de tijd helder zijn

CASE 2.

'Een chatbot is een dienst, aangedreven door regels en soms kunstmatige intelligentie (A.I), dat communiceert via een chat-interface. Een WhatsApp chatbot is een chatrobot die gelijk antwoordt op al je berichten.

6.

Je wilt snel een simpele (online) aankoop doen.

Je hebt geen tijd of wilt geen moeite doen om informatie zelfstandig op te zoeken. Het bedrijf biedt de mogelijkheid om gebruik te maken van een chatterbot.

In hoeverre zal je overwegen om producten te kopen van dit bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je dit bedrijf aanraden bij vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

Toelichting:

Grote twijfel over de kwaliteit, zal het zelf niet gebruiken.
Op basis van spraak, meer mogelijkheden

7.

Je maakt gebruik van de WhatsApp chatbot en komt door middel van het WhatsApp-gesprek achter de informatie die je zocht.

Je besluit het product te kopen en ontvangt via WhatsApp een link naar de betalingspagina.

Je ontvangt het product

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
1   2   3   4   5   6   7   8
In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
1   2   3   4   5   6   7   8
In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
1   2   3   4   5   6   7   8
In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?
1   2   3   4   5   6   7   8

Toelichting:

Verandert niks aan mijn beeld

8.

Het ontvangen product <u>voldoet aan je verwachtingen</u>. Tijdens je eerste gebruik heb je vragen over hoe je het product moet gebruiken.

Informatie over hoe je het product moet gebruiken vraag je aan de chatbot (deze beantwoordt de vragen naar behoren)

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?

1   2   3   4   5   6   7   8

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?

1   2   3   4   5   6   7   8

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?

1   2   3   4   5   6   7   8

In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?

1   2   3   4   5   6   7   8

Toelichting:

Zien als een soort online handleiding?
De A.I van de chtabot is te laag.. wil graag in een keer snel en goed geholpen worden.
Bedrijven hebben maar 1 kans om goed contact te maken, riskeer dit niet door 'gemakzuchtig' een robot in te zetten.
Behaalde resultaten in het verleden hebben mijn huidige beeld op Chatbot verpest.

9.

Het ontvangen product <u>voldoet niet aan je verwachtingen</u>. Via de WhatsApp chatbot ontvang je informatie over het retourneren.

Door middel van een retourzending wordt er uiteindelijk voldaan aan je verwachtingen

In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?

1   2   3   4   5   6   7   8

In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?

1   2   3   4   5   6   7   8

In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?

1   2   3   4   5   6   7   8

In hoeverre zal je het gebruik van WhatsApp Chatbot in deze situatie waarderen?

1   2   3   4   5   6   7   8

Toelichting:

- *Hoe ouder de generatie, hoe meer persoonlijk contact.*

CASE 3.
10.

Je hebt een product gekocht

Het product bevalt goed, echter je hebt nog enkele gebruikersvragen. Deze stel je via de WhatsApp klantenservice van het bedrijf, je wordt naar behoren geholpen.

> In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
> 1   2   3   4   5   6   7   8

Toelichting:

> *Als het contact persoonlijk is draagt dit zeker bij aan de loyaliteit.*
> *Vragen via Facebook stellen is een gebrekkig communicatiemiddel, veel te 'open' voor mij. Misschien is WhatsApp hier een veel geschikte medium voor.*

11.

Je problemen met het product zijn door de WhatsApp klantenservice opgelost. Het bedrijf wil door middel van jouw input het product aanpassen, je geeft hiervoor akkoord.

Jouw feedback wordt gebruikt om het product te verbeteren

> In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
> 1   2   3   4   5   6   7   8

Toelichting:

> *Vind niet erg om hulp/mening te geven*
> *Tegenwoordig vaak omslagtig om mening te geven.. 10x doorklikken via een iritante mail*

12.

Jouw feedback wordt verwerkt in het product.

Via WhatsApp blijf je op de hoogte van de productontwikkelingen

> In hoeverre zal je dit bedrijf en het gekochte product aanraden aan vrienden?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je overwegen om andere producten te kopen van ditzelfde bedrijf?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je zoeken naar alternatieve producten, bedrijven of merken?
> 1   2   3   4   5   6   7   8
> In hoeverre zal je het gebruik van WhatsApp in deze situatie waarderen?
> 1   2   3   4   5   6   7   8

Toelichting:

> *Wil wel een keuze of je dit krijgt te horen, de mogelijkheid om te kiezen is wel een 'must' toevoeging in de gedeelte.*
> *WhatsApp is wel een ideaal kanaal in vergelijking met e-mail en Facebook*

13. Geef aan in welke mate je het eens bent met de stelling
    Ik zie mijzelf....

    een klantenservice raadplegen via WhatsApp
    1   2   3   4   5   6   7   8
    een aankoop/bestelling doen via WhatsApp
    1   2   3   4   5   6   7   8
    een betaling doen via WhatsApp
    1   2   3   4   5   6   7   8
Toelichting:

    Vind belangrijkste dat ik een keuze heb in wat ik wel en niet wil (ontvangen) op WhatsApp.