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## **A multi-dimensional approach to customer service interactions**

Nicole Hartley  
*University of Queensland*

Charles S. Areni  
*University of Sydney, careni@uow.edu.au*

Paul Harrison  
*Deakin University*

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## **A multi-dimensional approach to customer service interactions**

### **Abstract**

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## **A Multi-dimensional Approach to Customer Service Interactions**

Nicole Hartley, *The University of Queensland*. [n.hartley@uq.edu.au](mailto:n.hartley@uq.edu.au)  
Charles Areni, *The University of Sydney*. [charles.arenis@sydney.edu.au](mailto:charles.arenis@sydney.edu.au)  
Paul Harrison, *Deakin University*. [paul.harrison@deakin.edu.au](mailto:paul.harrison@deakin.edu.au)

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### **Abstract<sup>1</sup>**

The purpose of this study was to review the existence of several customer service interaction strength dimensions to facilitate the development of a comprehensive customer service enhancement model. Lovelock (1983) acknowledges that service industry differences can be categorised according to the context specific elements of the service environment such as the nature of the service interaction, the nature of supply and demand for the service, the delivery of the service, the flexibility of the service (its customisability) and the type of relationship that the service provider has with the customer. It is acknowledged that interaction contexts differ between services such that constructs tested in one context may not be equally valid in a context which employs different elements of service interaction (Hausman 2001; Hamilton and Singh 1991; Cravens and Piercy 1995). Hence, a six dimension model for measuring Customer Service Interaction Strength (CSIS) has been developed and empirically tested utilising a two study factor analysis approach. These CSIS dimensions are identified as: Length of Relationship, Frequency, Customisation, Content, Proximity and Duration. It is important for organisations to have an understanding of these service encounter elements as they seek to delineate between customer service environments and create variability in service interactions that can contribute to the formation of customer service relationships (Coutler and Coutler 2002).

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<sup>1</sup> This is an abbreviated version of a full-paper submitted for approval into the Proceedings of the ANZMAC 2011 Conference.