

Investigating the situated culture of multi-channel customer management: A case study in Egypt

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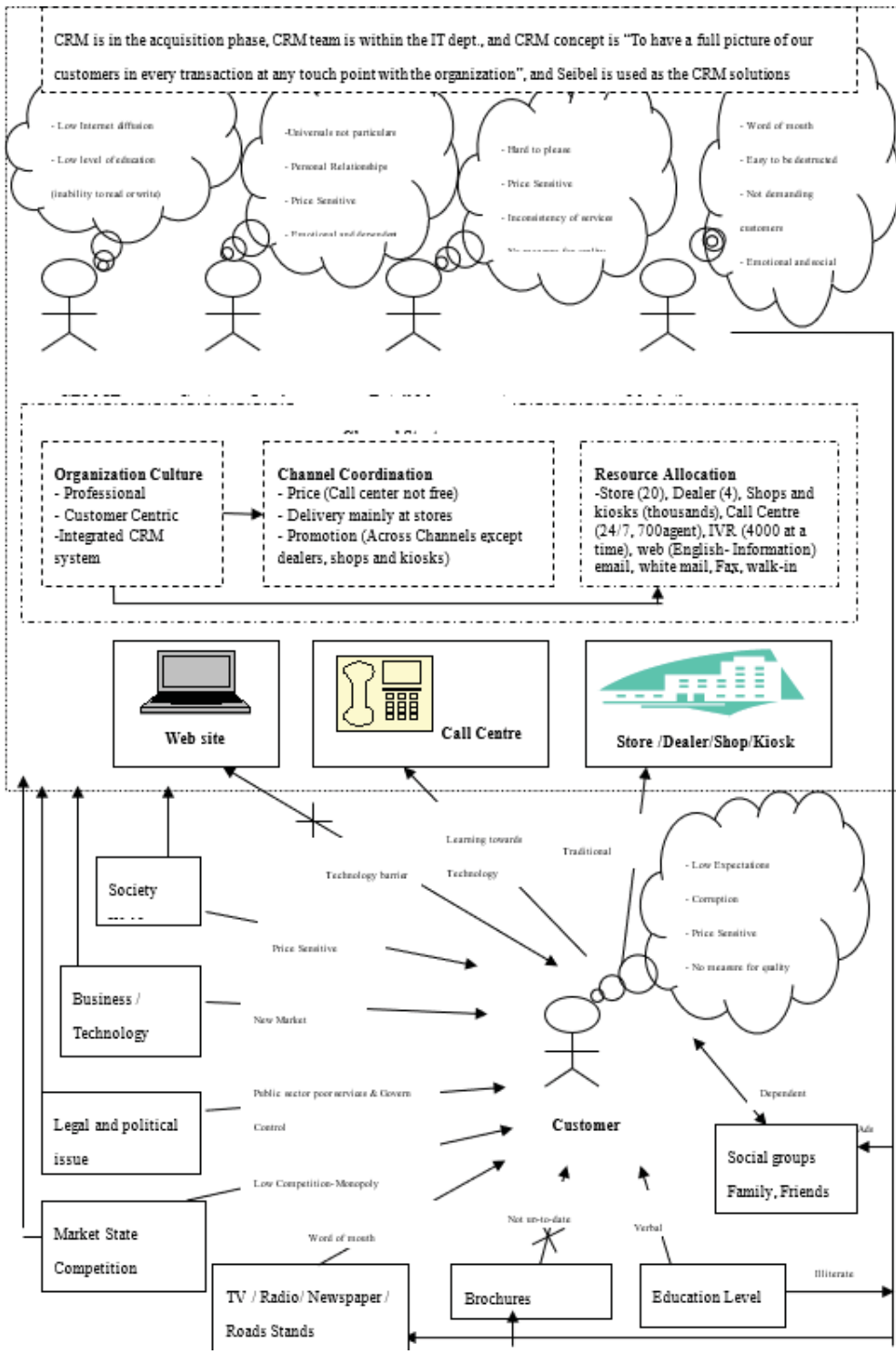
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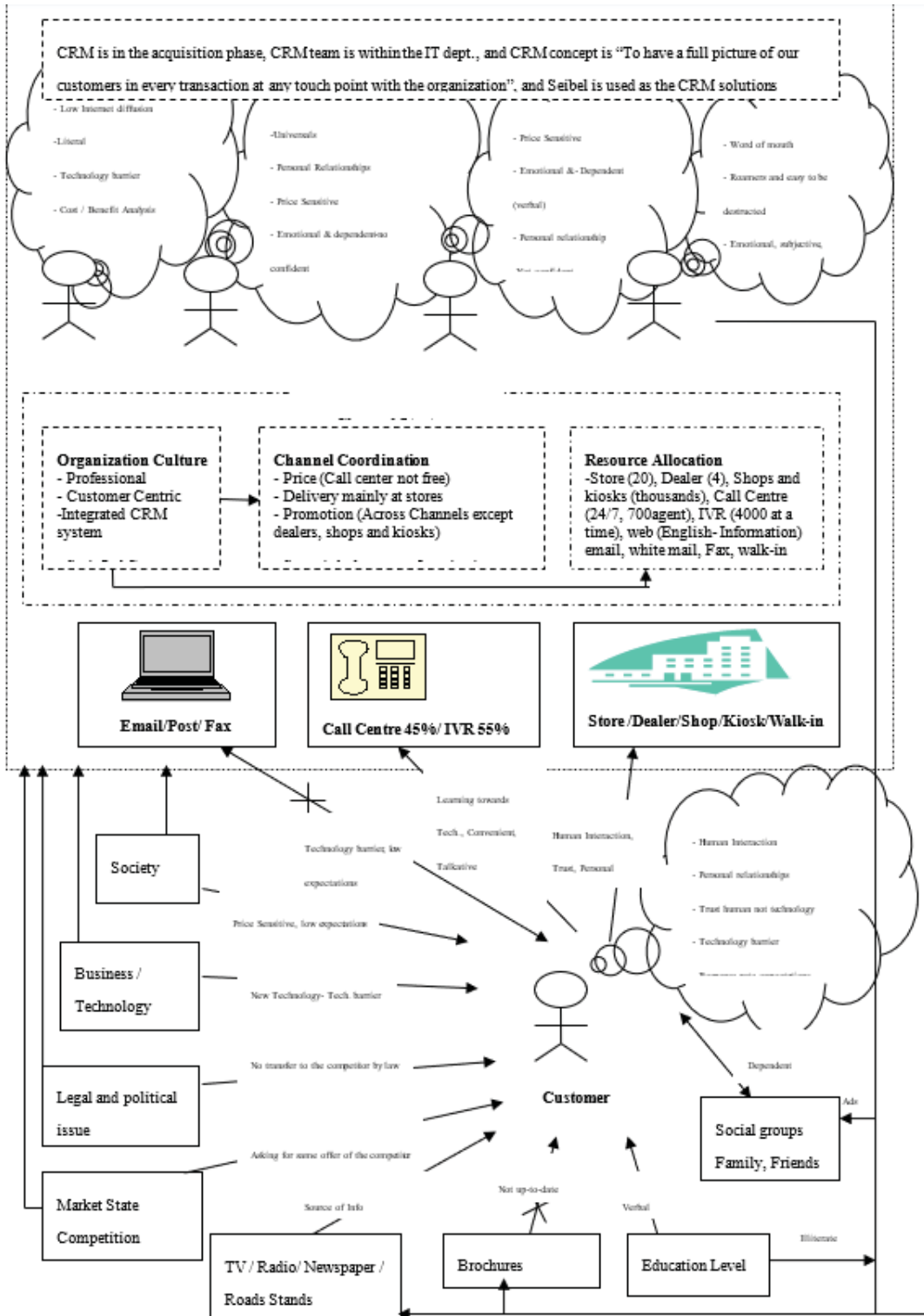
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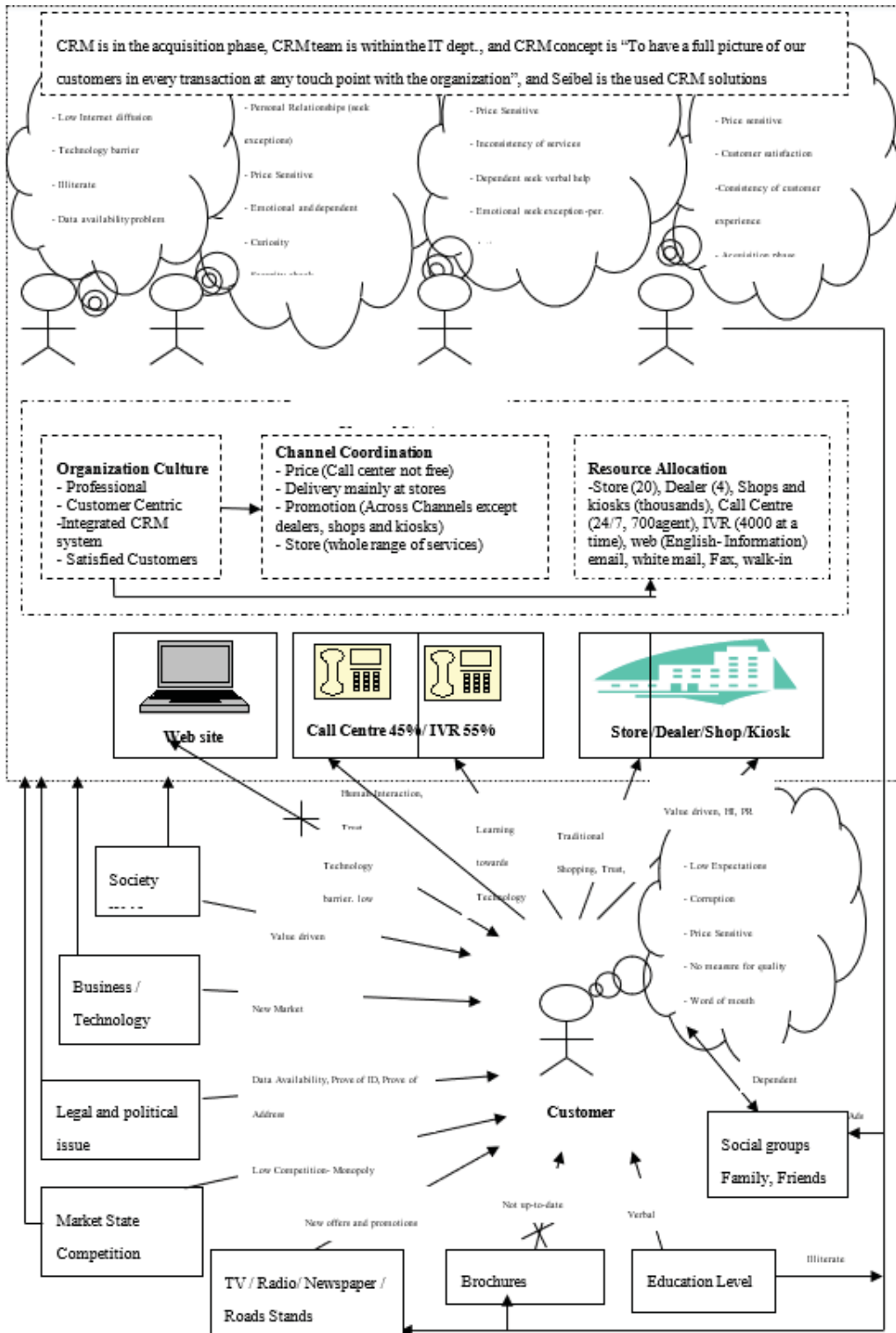
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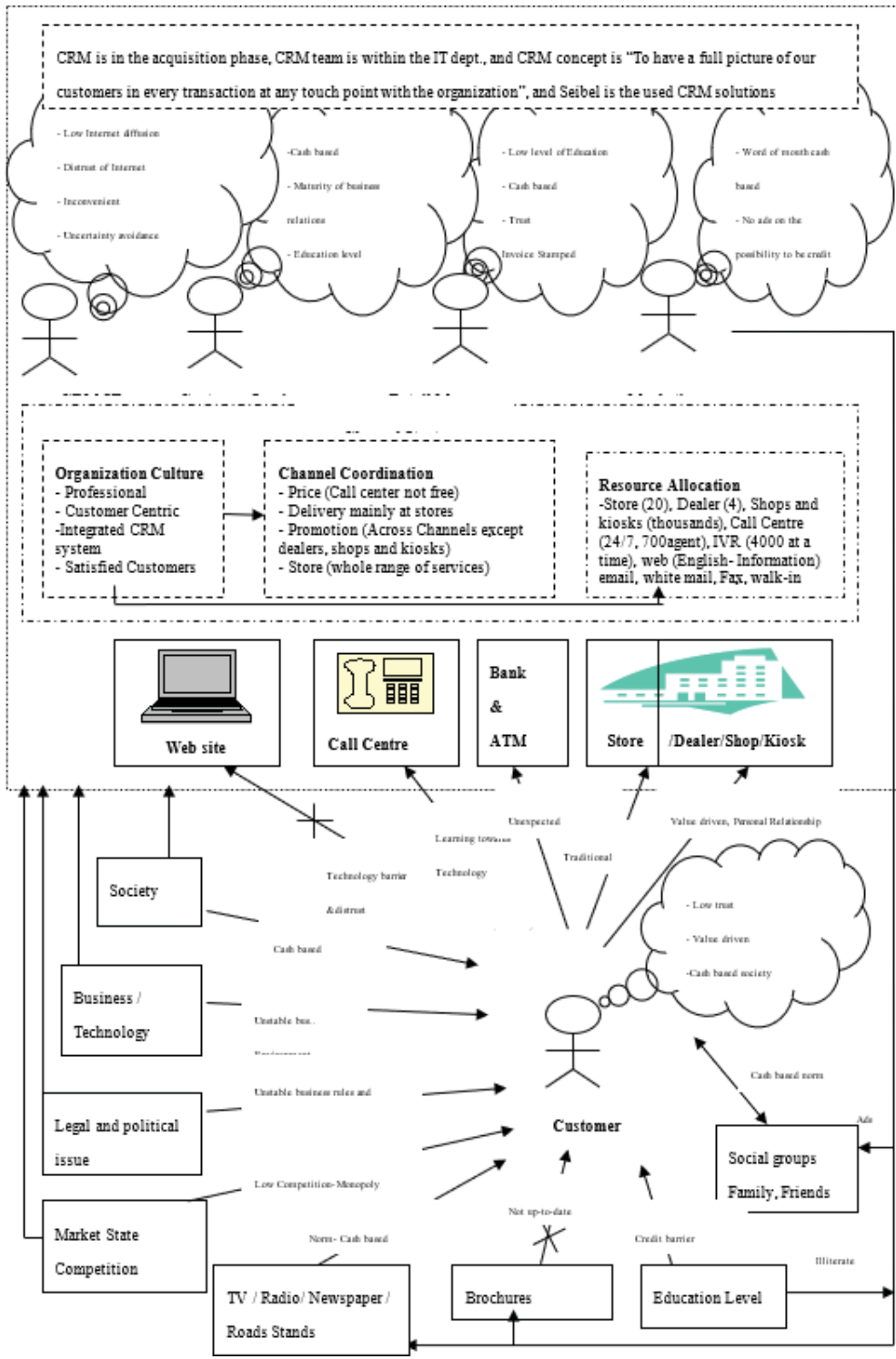
Customer Life Cycle stage	Theme	Sub-Theme	Channel Theme	Preferable Channel
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Customer Life Cycle Phase	Culture Dimensions	Case Study Cultural Dimensions
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Structure

Media especially TV phenomena, word of mouth, and personal relationships as people are more emotional and dependent on others

Price sensitive is the main factor for comparison as quality is not consistent and can't be figured out by most, also, being up-to-date and try to get the recent product/service is a phenomenon

Human interaction rather than machine interaction is the priority; with verbal communication more than written to assure understanding and getting advices



Customer and Organization Staff

Facilities

- Media (TV, Newspaper, etc.)
- Store/Dealer/kiosk
- Call Centre/IVR
- Web

Norms

- Same Competitors
- Low level of education
- Technology barrier
- Non-buyers' phenomena
- Verbal media
- Easy going people

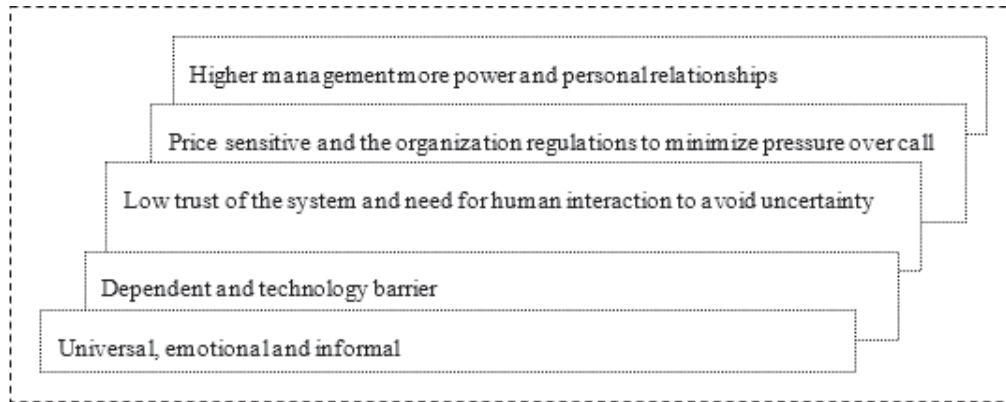
Interpretive schemes

- Minimum Charge
- Personal Relationships
- Irregular brochures
- Long queue (Store-Call center)



People collect information from their peers (family members, friends, colleagues) as the main source of information and they are influenced by media especially TV and newspapers, they take their decisions with sharing with own groups

Structure



Customer and Organization Staff

