

Put the right sign in the right place for increased sales



Erik Wästlund, Ph D in Psychology at CTF.

Research shows that most buying decisions are made in the store. Even if you already are predetermined to buy cereal, it is not until you are in the store that it will be determined what kind of cereal that actually do end up in the shopping cart. Business owners are well aware of this and therefore the stores are filled with different messages to the consumer. The question is what actually works. Which message do we as consumers notice and why?

This is what the researchers at CTF will study in the next two coming years in the project "Signaling to customers: Navigation and influencing factors in a retail context".

With an understanding of customers' actions, retailers will be able to develop easily navigated stores with easily accessible information. This in turn will lead to more satisfied and loyal customers.

- We will focus on design from a navigating perspective, for example, store environment and what role different types of signs have when consumers evaluate products and make their purchase decisions, says project leader Erik Wästlund, Ph D in Psychology.

For more information please contact [Erik Wästlund](#) >

QUIS 13 The 13th International Research Symposium
on Service Excellence in Management
June 10 -13, 2013, Karlstad, Sweden

Registration is open!

CTF is the host for QUIS13 - The 13th International Research Symposium on Service Excellence in Management.

QUIS is considered to be the world's leading biannual symposium on service research and brings together the best interdisciplinary academic research and management practice. The QUIS symposium draws attendees from around 35 countries.

More information and registration [here](#) >



HELLO ...

.. Pernille K Andersson, new Licentiate in Psychology, how does it feel?

- It feels great! It is interesting that someone else has looked into my work. Now I finally get an idea of how my work is perceived.

What is your Licentiate thesis about?

- It is about how music affects customers in the store and how customers are affected by a sales associate who is personal in the meeting with the customer.

Can you tell us about your results?

- The results show that music affects the customer so that we buy more when music is played in the store. Another result is that it is not always beneficial to be personal in a meeting with a client or customer.

What will you focus on in your future work?

- I will continue studying the effects of being personal in customer meetings. There is still a need for more studies in the area when, for example, there are differences depending on the profession and variations of how personal you are.

The seminar took place at Karlstad University on January 25th. Magnus Söderlund, Professor at Stockholm School of Economics, was the opponent.

[Abstract and more information here](#) >



International study on Service Innovation



Lars Witell, professor at CTF

How do Swedish companies work with service innovation? Where do Swedish companies stand in an international comparison? The answers to these questions are sought in a current study at CTF where the researchers are trying to understand how the development of service occurs in different types of companies, businesses and countries.

The study will be conducted by Lars Witell and Bo Edvardsson from CTF, Adrienne Schäfer, Luzern University, Schweiz and Thomas Meiren, Fraunhofer IAO, Germany

- Sweden has a strategy for service innovation. We know what role service innovation has on the development of our businesses and the economy. Other countries have similar strategies. Although we know that service innovation is important, we know relatively little about how Swedish companies work when developing services. What methods are being used? What role do the customers and employees have? To be completely honest, in Sweden we have a limited knowledge of what resources are spent on the development of services and how successful the new services are on the market, says Lars Witell, Professor at CTF.

The researchers will conduct parallel studies in Sweden, Finland, Switzerland, Austria, Ireland, England, Mexico, Italy, Taiwan and China.

- This will allow us to understand where Swedish service development stands in international comparison and what competence we need to develop in order to become a leading country in service innovation, says Lars Witell

If you want to know more about the study, please contact [Lars Witell](#) >

Service Design with Theory



Katarina Wetter Edman, Ph D Student in Service Design at CTF.

Katarina Wetter Edman, Ph D Student in Service Design, has written a chapter in the book, "Service Design with Theory. Discussions on Change, Value and Methods". The book has three main themes: How participation and involvement of users change the community, Co-creation of value, and How the field of service design and its methods are developed.

- My chapter "Relations and rationales of user's involvement in service design and service management", shows a spectrum of approaches to user involvement from traditional market research to participatory design. Design based methods traditionally involve users with the purpose to gather information and inspiration, and also to strengthen the knowledge and capacity of those involved, says Katarina Wetter Edman.

[Read more here](#) >

NOTICES



New Accountant

We welcome Birgitta Bråned-Hartung to CTF. She will be substituting for Roberta Jonson who is on maternity leave. Birgitta has had many positions in finance, administration and management at Karlstad University since 1995.



New assignment

Lena Hansson, Administrator and Accountant at CTF and Samot, has been commissioned as administrative support to the Head of the Department, at Karlstad Business School. She will combine the new mission with her current work at CTF and Samot.



Visiting researcher

We welcome Ayako Taniguchi, Assistant Professor of Risk Engineering at University of Tsukuba, Japan, who will be visiting Samot, our Public Transport Research Group, until August 25th, 2013.