

BEST2020

**VIRTUAL TECHNOLOGY &
THE CUSTOMER EXPERIENCE:
A BREAST AUGMENTATION CONTEXT**

Jessica Castles
Professor Rebekah-Russell Bennett
Dr. Laura Bray



REAL WORLD PROBLEM



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**BA IS THE MOST
COMMON
PROCEDURE IN THE
\$1.4BN AUSTRALIAN
PS INDUSTRY**



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**RE-OPERATION IS AT
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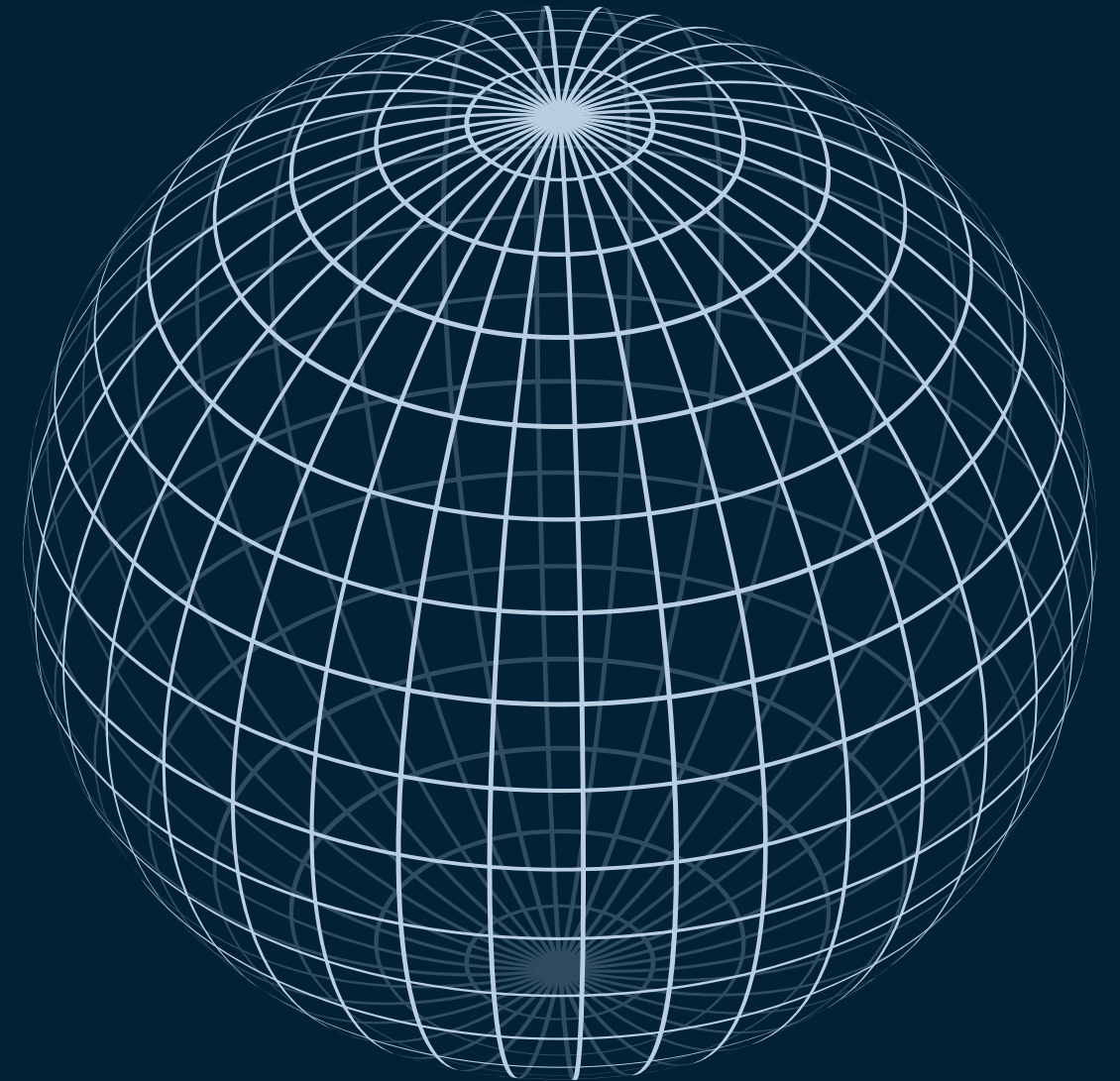
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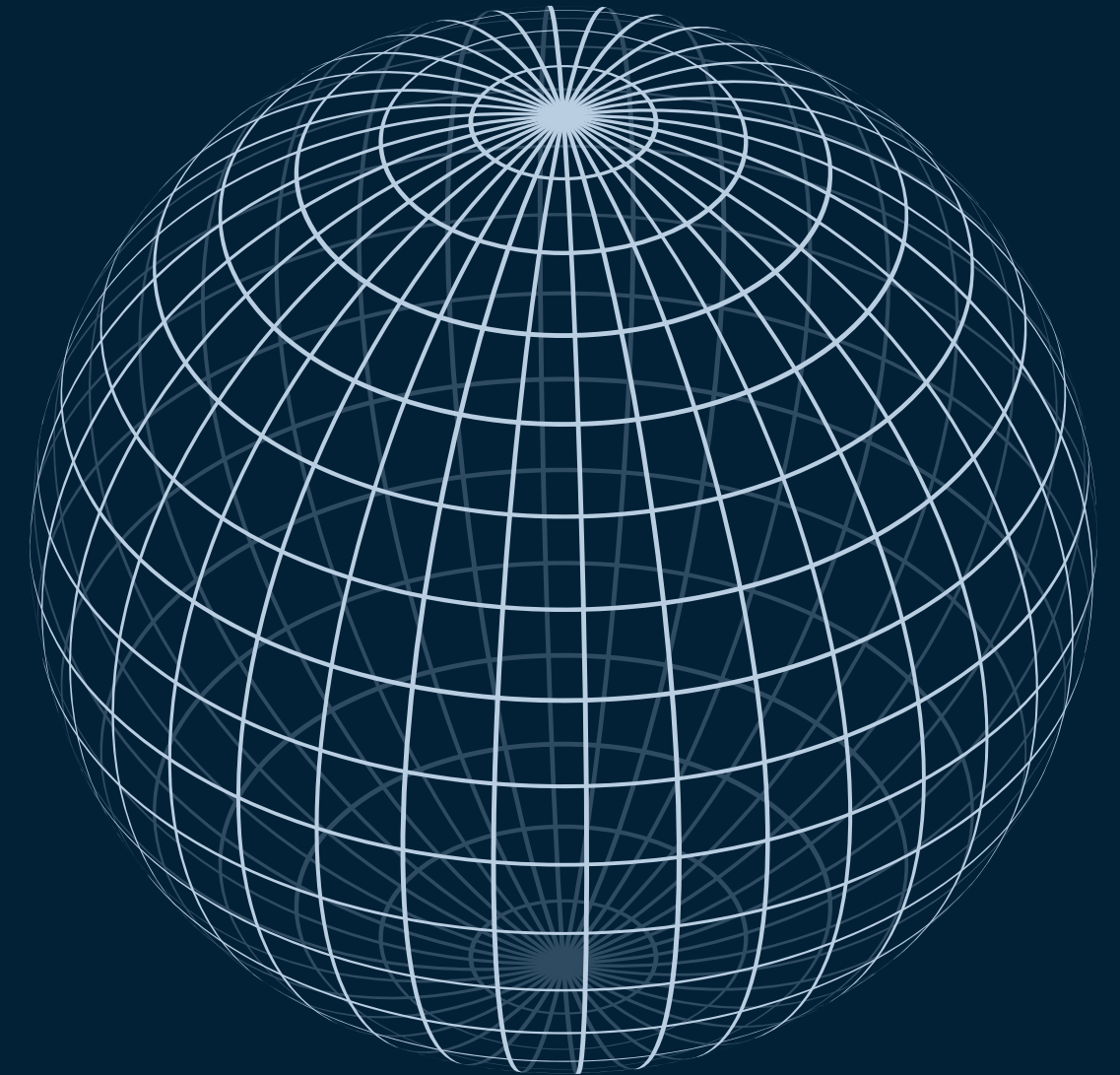
**GROWING COSTS OF
LEGAL RETALIATION,
NEGATIVE W.O.M, AND
OVERALL PATIENT
DISSATISFACTION**

REAL WORLD PROBLEM



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**UNREALISTIC
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PATIENTS, PAIRED WITH
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TO COMMUNICATE
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(SARWER, 2016)**

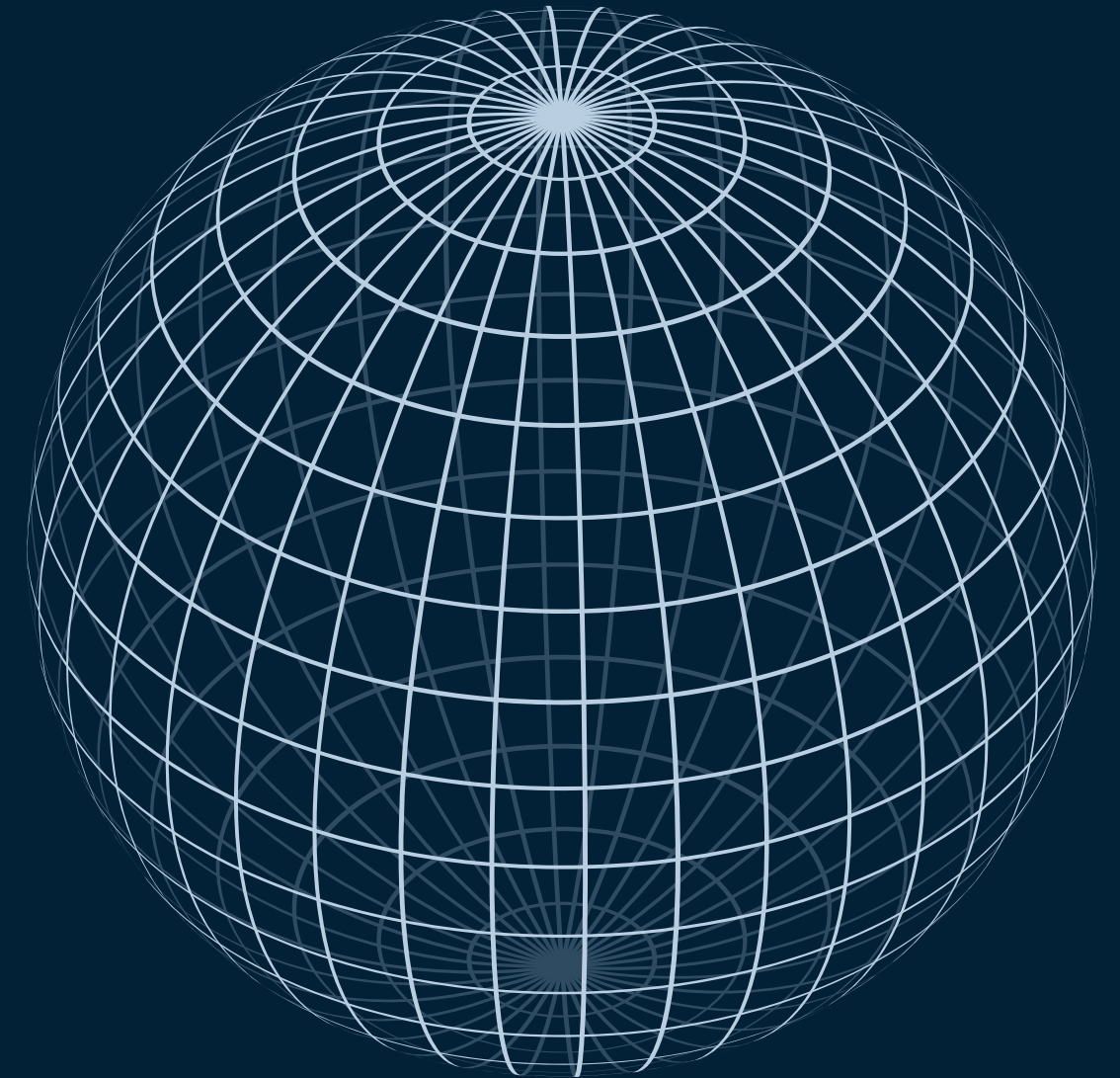


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PROBLEM**

**THERE IS A
MISALIGNMENT OF
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**3D IMAGING IS A
POTENTIAL SOLUTION**

BREAST AUGMENTATION LITERATURE

THE BREAST Q (PUSIC ET AL., 2009)

Conceptual Framework Of Patient
Satisfaction And Health-related Quality Of Life In Breast Surgery



1. SATISFACTION WITH BREASTS



2. OVERALL OUTCOME



3. PROCESS OF CARE



4. PHYSICAL WELLBEING



5. PSYCHOSOCIAL WELLBEING



6. SEXUAL WELLBEING

BREAST AUGMENTATION LITERATURE

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Conceptual Framework Of Patient
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1. SATISFACTION WITH BREASTS

**"MISALIGNMENT BETWEEN
EXPECTATIONS OF BREAST
SIZE AND POST-SURGERY
REALITY"**



EXPECTATIONS THEORY



EXPECTATIONS THEORY

**EXPECTATIONS
LITERATURE**

**Expectancy
disconfirmation theory
(Oliver, 1980)**

SERVQUAL



EXPECTATIONS THEORY

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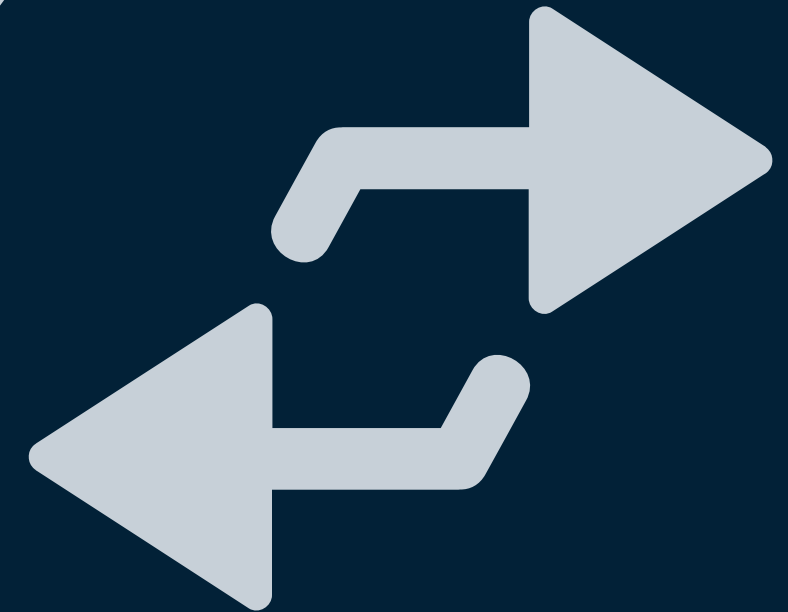
SERVQUAL

COSMETIC CONTEXT

SERVQUAL applications

The influence of social media

**The role of patient
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ADDRESSING MISALIGNMENT

**Standardised jargon
(Paraskeva, 2015)**

**Psychological evaluations
(Phillips, 2017)**

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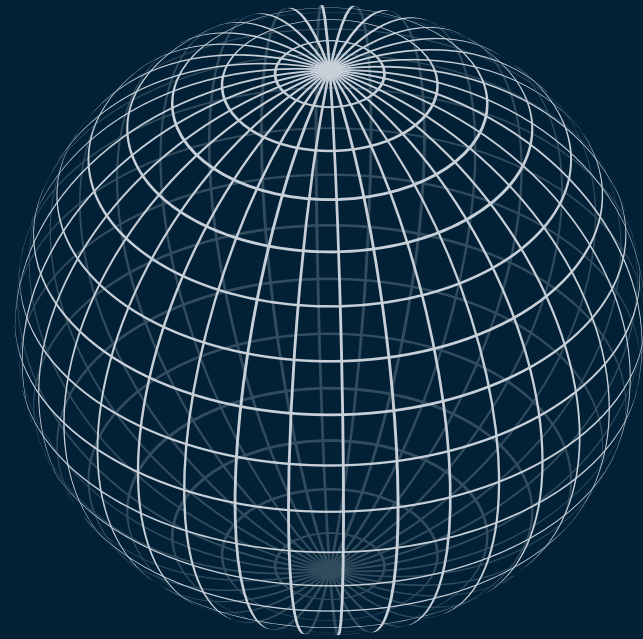
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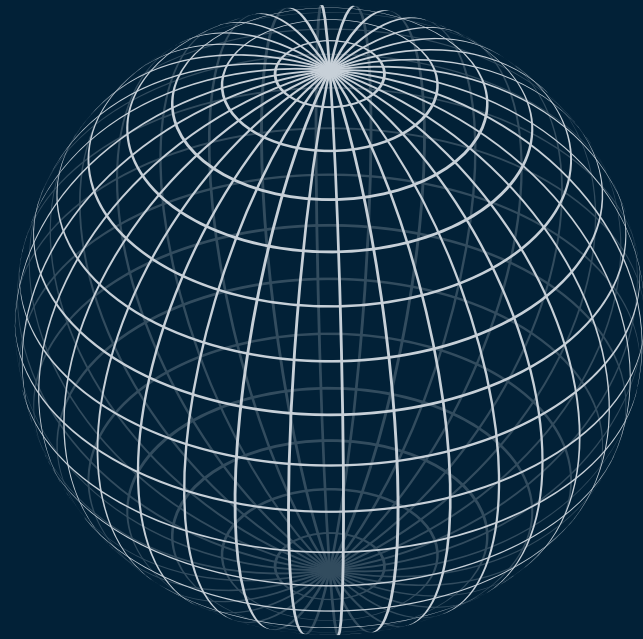
**Psychological evaluations
(Phillips, 2017)**

There is a general lack of research regarding how mediating technologies such as Vectra 3D imaging can impact the evaluation of satisfaction and expectations and shape the customer experience

3D IMAGING LITERATURE



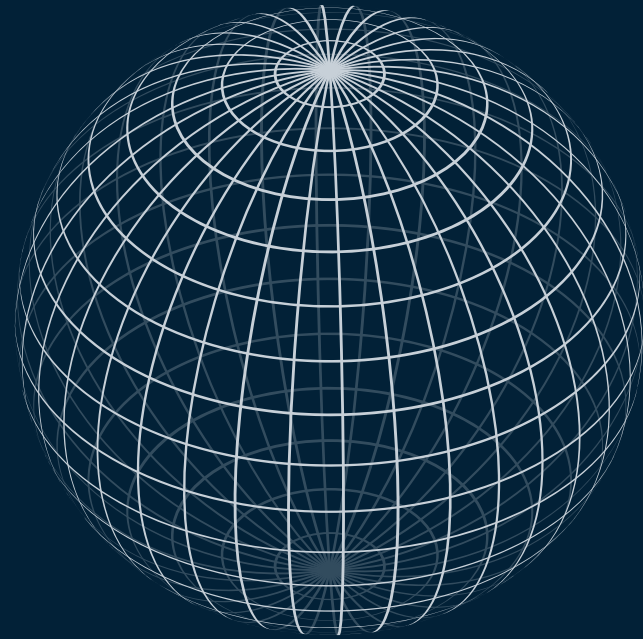
3D IMAGING LITERATURE



BROAD CONTEXT

Surgical planning, cosmetic dentistry, make-up industry
(Qiao et al., 2011; Huang et al., 2013; Sutherland et al., 2006)

3D IMAGING LITERATURE



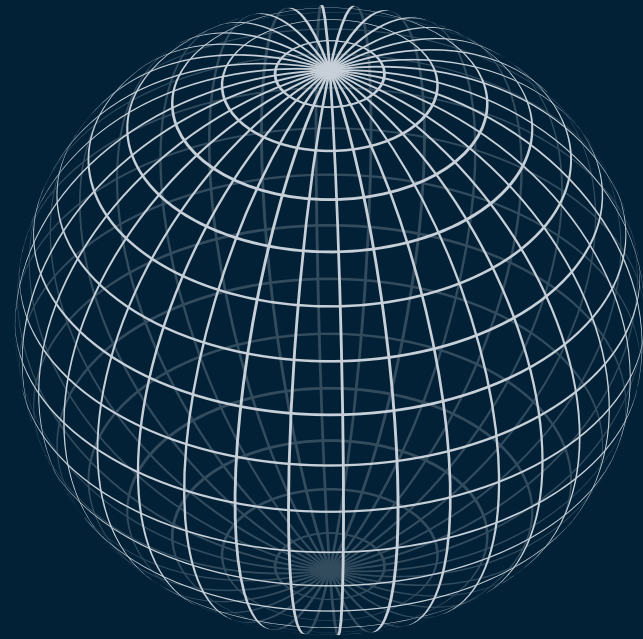
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BREAST CONTEXT

- Extant literature remains general & considers 3D breast imaging as a supplement to service experience.
- Mostly evaluates accuracy through physical measurements.
(Scholz & Smith, 2016; Roostaeian & Adams, 2014; Mailey et al., 2013)

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(Scholz & Smith, 2016; Roostaeian & Adams, 2014; Mailey et al., 2013)

WHY DO WE NEED THE BREAST CONTEXT?

- Relates directly to psychological, social, and sexual wellbeing. Intrinsically linked to femininity and identity.
- Satisfaction is correlated with self-esteem, self-concept, self-worth.

CUSTOMER EXPERIENCE

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"An internal and subjective response consumers have to any touch-points with an organisation" (Meyer & Schwager, 2007)

"Encompasses all aspects of the service process" (Zomerdjik & Voss, 2009)

"A comparison between expectations and the stimuli borne out of interaction with the service touch-points" (Gentile, 2007)

GENTILE ET AL. (2007)

CUSTOMER EXPERIENCE FRAMEWORK

SENSORIAL



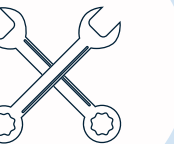
EMOTIONAL



COGNITIVE



PRAGMATIC



LIFESTYLE



RELATIONAL



RESEARCH GAPS & QUESTIONS



GAP 1:

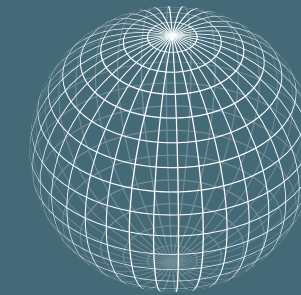
LACK OF RESEARCH
INVESTIGATING THE EXPECTED
CUSTOMER EXPERIENCE IN
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RESEARCH GAPS & QUESTIONS



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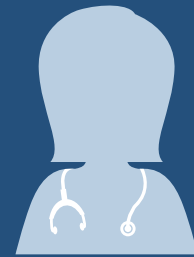
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GAP 2:

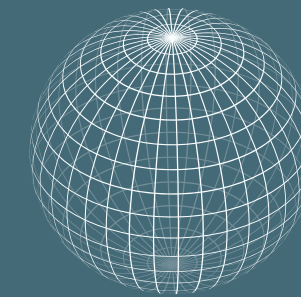
**LACK OF RESEARCH
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RESEARCH GAPS & QUESTIONS



RQ1

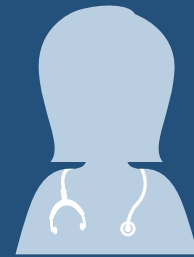
HOW DOES A PATIENT
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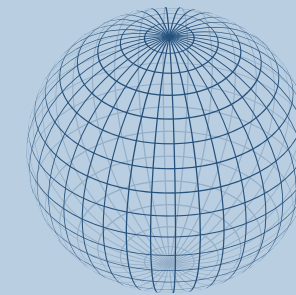
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RESEARCH GAPS & QUESTIONS



RQ1

HOW DOES A PATIENT
EXPECT TO EXPERIENCE THE
BREAST AUGMENTATION
SERVICE?



RQ2

HOW DOES 3D IMAGING
SOFTWARE SHAPE THE
CUSTOMER EXPERIENCE FOR
BREAST AUGMENTATION
PATIENTS?

HOLSAPPLE & WU'S (2007) HEDONIC FRAMEWORK OF USER ACCEPTANCE

IMAGINAL RESPONSES

(role projection, fantasy, escapism)

EMOTIONAL RESPONSES

(emotional involvement, arousal,
enjoyment)

ACCEPTANCE OF
VIRTUAL WORLDS
(INITIAL, SUSTAINED)

HOLSAPPLE & WU'S (2007) HEDONIC FRAMEWORK OF USER ACCEPTANCE

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SENSORIAL
EMOTIONAL
COGNITIVE
(GENTILE, 2007)

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METHOD



SAMPLE

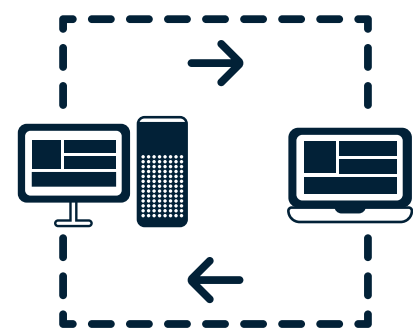
- Sample of 14 females aged 18+ undergoing primary breast augmentation with the same surgeon, at the same clinic
- No congenital conditions

METHOD



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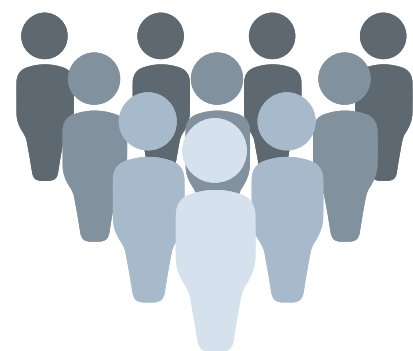
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DATA COLLECTION

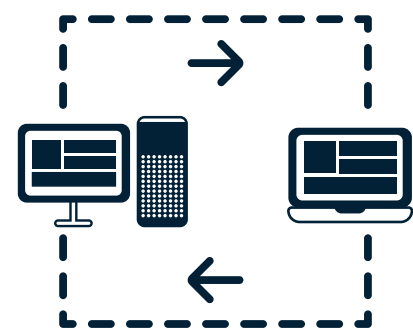
- 28 (14 x 2) semi-structured interviews conducted before and six-weeks post surgery
- 7 women exposed to 3D imaging software, 7 women not exposed to 3D imaging

METHOD



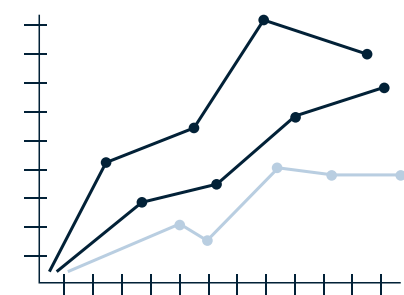
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ANALYSIS

- The interviews were transcribed using NVivo software, with coding and analysis heavily influenced by theoretical frameworks.

METHOD

SAMPLE PROFILE

SAMPLE PROFILE

DEMOGRAPHICS



AGED 21-49



7/14 MARRIED
WITH KIDS



DIVERSE OCCUPATIONS
& INCOMES

SAMPLE PROFILE

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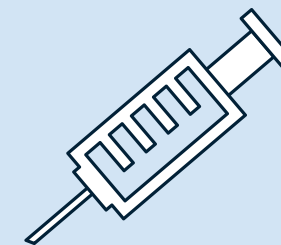


DIVERSE OCCUPATIONS
& INCOMES

COSMETIC HISTORY



9/14 NEVER HAD
COSMETIC PROCEDURE



2/14 HAD NON-SURGICAL
TREATMENTS



2/14 HAD SURGICAL
PROCEDURES

SAMPLE PROFILE

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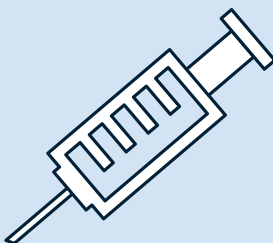


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RESEARCH PROFILE



10/14 WERE MODERATE TO
EXTENSIVE RESEARCHERS



12/14 BASED ON WORD OF
MOUTH & SOCIAL MEDIA

FINDINGS RQ1

RQ1: HOW DOES A PATIENT IMAGINE THE BREAST AUGMENTATION EXPERIENCE?

**EXTERNAL INFORMATION
SOURCES ARE MOST
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IMAGINED EXPERIENCE**

**THE IMAGINED
EXPERIENCES EVOLVES
FROM FANTASY TO FACT**

**THE COGNITIVE DIMENSION OF
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"I don't have a lot really to ask from the clinic...I read up on everything there was online and on forums and speaking to people about their experiences"

”

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- *Presents the challenge of information asymmetry between patients who are ill-informed or misinformed (Ngamvichakit, 2014)*

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THE IMAGINED EXPERIENCES EVOLVES FROM FANTASY TO FACT

"Growing up I was always self-conscious and I always wanted to have more of a womanly shape" (Pre-Consultation)

"I probably won't have too many emotions going on, it's more of a logistical thing at this point" (Post-Consultation)

”

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THE COGNITIVE DIMENSION OF THE IMAGINED EXPERIENCE CAUSES A REAPPRAISAL OF OTHER DIMENSIONS

"I've been really caught up in this whole sizing decision process"
(Cognitive)

"I'm not worried about that at all...I'll be fine" (Emotional)

”

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THE COGNITIVE DIMENSION OF THE IMAGINED EXPERIENCE CAUSES A REAPPRAISAL OF OTHER DIMENSIONS

- *Some authors consider dimensional hierarchy (Gentile et al., 2007) but not the interplay between dimensions.*
- *Emotional regulation through reappraisal may be used as a coping mechanism to avoid emotional stress pre-operatively (Gross, 1998).*

FINDINGS RQ2

RQ2: HOW DOES 3D IMAGING SOFTWARE SHAPE THE CUSTOMER EXPERIENCE FOR BREAST AUGMENTATION PATIENTS?

**3D IMAGING IS PART OF
AN INFORMED SEARCH
STRATEGY**



**3D IMAGING PROVIDES
PEACE-OF-MIND FOR
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**IMAGINAL RESPONSES
DOMINATE THE 3D
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**3D IMAGING IS PART OF
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*"I had done so much
research...3D imaging was a
really important part of
getting a visual of the results
compared to looking at
photos online"*

”

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3D IMAGING PROVIDES PEACE-OF-MIND FOR THE ACTUAL CUSTOMER EXPERIENCE

"I think it was great because when I think about how my 3D images look, I could see that the size I have now was perfect compared to the bigger one I tried on with the simulation" - 3D imaging patient

"I think now at the 6-week mark it feels as though I could have gone a bit bigger, but I'm still super happy" - non-3D imaging patient

IMAGINAL RESPONSES DOMINATE THE 3D IMAGING EXPERIENCE

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3D IMAGING PROVIDES PEACE-OF-MIND FOR THE ACTUAL CUSTOMER EXPERIENCE

Peace-of-mind is a reduction of negative emotions and promotion of positive emotions to achieve relief (Chapman & Coups, 2006).

Customers seek to justify their decisions (Lu & Duan, 2017).

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IMAGINAL RESPONSES DOMINATE THE 3D IMAGING EXPERIENCE

*"I really didn't enjoy seeing my body from angles like that"
(Pre-operative)*

*"I think all clinics should have the software to help people who are unsure like me"
(Post-operative)*

”

3D IMAGING IS PART OF A PACKAGE

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3D IMAGING IS PART OF A PACKAGE

"I think both are important. The sizers were good for seeing how the size felt, while the [3D imaging] was better to see how it looked and toss up between sizes"

”

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3D IMAGING IS PART OF A PACKAGE

3D imaging traditionally part of the augmented service offering, while there is a clear role in the core service (Ozment & Morash, 1994).

CONTRIBUTIONS

THEORETICAL

- Considers the prominence of external information sources in the imagined customer experience
- Considers that the customer experience is dynamic and evolves
- 3D imaging is part of an informed search strategy
- 3D imaging leverages imaginal responses to create peace-of-mind

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PRACTICAL

- Practitioners should develop comprehensive resources to reduce information asymmetry
- Practitioners should tailor the customer experience to the evolving dimensional hierarchy
- Practitioners should incorporate 3D imaging into the core service
- Practitioners should implement a second “sizing” consultation to the customer experience (including 3D imaging)

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THANK YOU



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