

In the Eye of the Beholder: Customer Experience Journey with Airbnb

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Abstract : This exploratory research is designed to inform the design of a Customer Journey Map for the vacation rental platform, Airbnb. Through the collection of exploratory survey data regarding consumer experience with the brand, the key customer touchpoints during each consumption stage were identified. The paper maps a customer journey and corresponding concrete efforts to enhance the customer experience with the brand at each important touchpoint. Some proposed strategic initiatives and service innovation strategies for each touchpoint are proposed. Further research, in collaboration with Airbnb management, hosts and guests, is required to propose more expansive recommendations for enhancing the Airbnb customer experience at each of these touchpoints.

Keywords : Airbnb, customer experience, customer journey map, service touchpoints

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