



Alavancando a eficácia de serviços intensivos em conhecimento: O papel dos clientes e dos prestadores de serviço [

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Analítica

This research develops a theoretical model that related the actions of customers' participation in knowledge-intensive services (KIS), the actions of service providers to stimulate the involvement of customers and the effectiveness of services. Five hypotheses were tested using structural equations, and data were collected by surveying a sample of 106 users of physical therapy services, personal trainers, pilates and global postural reeducation. The results show that educating customers is not enough; providers need to empathize and create an emotional bond with them. Additionally, customer education and emotional empathy differently influence the provision of feedback and the extent to which customers follow instructions. This study contributes to the literature, by promoting a holistic view on the factors that influence the client's participation and its effectiveness in KIS

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