Mapping Problem to Resolution

R_{e+} M₊

P PROBLEM The customer has a problem RESOLUTION (Rs) The customer contacts the company and the resolution starts

RESOLUTION (Re+)
The resolution ends
positively for the customer.

e+)

MEMORY (M+)

The customer has a positive memory of the experience.

A

ANTICIPATION

The customer anticipates contacting the company. Tension builds. $\mathsf{R}_{\mathsf{e}_{-}}$

M_

RESOLUTION (Re-)

The resolution ends negatively for the customer. MEMORY (M+)

The customer has

» negative memory of the experience.