

# **Identify and Prioritize Key Success Factors in the Customer Experience with the DEMATEL and Fuzzy ANP Hybrid Approach (Case Study: Maskan Bank Gilan Province)**

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**If customers feel that the bank does not provide a good service, this cause the dissatisfaction and thus leads to loss of market share. In fact, banks make an experience for their customers by their own services that will have a significant impact on the future of free markets, because a better experience can lead to more effective advertisement. The aim of this study was to investigate the factors and variables affecting the customer experience in Bank Maskan, so bank may achieve to their loyal customers and thereby earn profits and competitive advantage. The population consisted of eight experts of Bank Maskan in the province of Gilan. It is a descriptive-analytic study and an applied regarding purpose. The data were collected through libraries and field study and using questionnaire. By reviewing the literature we identified 14 key success factor affecting the customer experience in the banking industry. In this study, we used the fuzzy DEMATEL method to find intensity factors influence and reception on each other and fuzzy ANP method for weighting and prioritization of factors. Analysis of the data by fuzzy DEMATEL revealed that the "emotional experience" is most influential factor. In other words, it is the most important factor which may solve the problem and improve customer satisfaction. The results also demonstrated that "communication experience" is most impressible. In other words, this component is a real issue that has be solved by the influence factors. The relative importance of each influential criterion was determined by F. ANP. According to F.ANP, accelerated index has the greatest importance among the factors.**

**Keywords : Customer Experience, Fuzzy DEMATEL, Fuzzy ANP, Bank Maskan**

