PART 5

Beyond Service Encounter Interactions
Introduction to Part 5

Part 5 includes issues that are undeniably underexplored to date: the presence of children in service encounters (Chapter 9) and their influence on the social behaviour of adults, the role of nonverbal communication in service encounters (Chapter 10), and the inclusion of robots in communication with customers in bars (Chapter 11). All of these topics are still in need of exploration and understanding within the field of service encounter studies.