

The Effect of Customer Service Support on Brand Value: Leveraging Customer Service as a Co-Creator of Brand Value to Enhance Corporate Performance. Evidence from FinTech industry

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ABSTRACT

The financial technology (fintech) industry has disrupted traditional financial services by providing new and innovative ways for consumers to access banking and investment products (Kshetri, 2018). With the increasing number of fintech companies in the market, competition has become intense, leading companies to differentiate themselves to attract and retain clients (Nair et al., 2021). One way to create brand value is through exceptional customer experience, with customer support service being a critical factor in its creation (Nair et al., 2021; Vuorinen, Uusitalo, & Vos, 2012). Despite its importance, the impact of customer support service on consumer behavior and company performance is not well-understood (Gulfraz et al., 2022). To address this research gap, this paper aims to investigate the impact of customer support service on consumer behavior and company performance in the fintech industry. Specifically, the study analyzes the potential of customer support service as a co-creator of brand value and its influence on company performance indicators.

Keywords: Brand value, Brand value co-creation, Fintech industry, Company's operational performance, Customer support services