

# Market intelligence, customer experience, and service innovation: Basis for enhanced customer retention framework

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## Abstract

This study examines the interplay between market intelligence, customer experience, and service innovation within Chinese consulting firms to develop an enhanced customer retention framework. Specifically, it evaluates market intelligence through customer, competitor, and product dimensions; assesses customer experience via customer journey, engagement, and service delivery; and analyzes service innovation concerning value proposition, resource integration, and communication technology. This study used descriptive research utilizing 400 client respondents. The findings indicate that respondents perceive consulting firms as effectively leveraging market intelligence and customer experience to improve services, though they express moderate agreement regarding the role of service innovation in client satisfaction and retention. A significant relationship among market intelligence, customer experience, and service innovation in enhancing client retention was identified. Consequently, an enhanced client retention framework was developed, emphasizing the integration of these elements. Recommendations include investing in advanced market intelligence tools, systematically incorporating customer feedback into service processes, fostering a culture of innovation through cross-functional collaboration, providing targeted employee training, and exploring the framework's applicability across various industries and contexts.

**Keywords:** market intelligence, customer experience, service innovation, customer retention, consulting firms

## **Market intelligence, customer experience, and service innovation: Basis for enhanced customer retention framework**

### **1. Introduction**

In today's rapidly evolving business environment, consulting firms in China are under increasing pressure to maintain competitive advantage and sustain long-term client relationships. As consulting firms seek to differentiate themselves, understanding the dynamics of client retention becomes a critical strategic priority. This study explores the role of market intelligence, customer experience, and service innovation as key drivers of client retention, aiming to develop an enhanced client retention framework for consulting firms in China.

The market is characterized by strong competition, rapidly changing customer needs and technological advances that require continuous adaptation (Kumar et. al.,2020). From a macroeconomic point of view, the consulting industry in China is influenced by various factors, including economic changes, regulatory development, and technological disruptions. These external forces create market conditions and customer expectations. Consulting firms should be informed. Competitive intelligence, which includes systematic collection and analysis of data on industry trends, competitive strategies, and customer behavior, plays a critical role in helping businesses proactively anticipate and respond to change. With this competitive intelligence, consulting firms can tailor their services to better meet customer needs and deliver added value, thereby improving customer satisfaction and loyalty (Wang et. al.,2020).

At a more micro level, customer experience is a crucial determinant of client retention. Consulting services are inherently relationship-driven, and the quality of the customer experience directly impacts client perceptions and future engagements. Key aspects of customer experience include personalized service, responsiveness, trust, and effective communication. Service innovation is another key variable in this study, representing the continuous improvement and development of advisory services. In a competitive market, companies that innovate and ensure their service offerings meet changing customer requirements are likely to retain customers. Innovation in services includes the use of modern technologies, the simplification of processes and the development of innovative solutions to solve complex customer problems. Opportunities for innovation not only add value to the company but also strengthen its importance in a dynamic market (Nelson et. al.,2020).

The relationship between these variables (market intelligence, customer experience and service innovation) and customer loyalty is the focus of this study. By examining how these factors interact and enhance customer loyalty, this study provides an overall framework that Chinese consulting firms can use to improve their loyalty strategy. The rationale for conducting this study lies in the growing need for consulting firms to sustain their competitive edge in an increasingly saturated market. As client expectations rise and competition intensifies, traditional approaches to client retention may no longer be sufficient. This study sought to provide actionable insights and strategic recommendations that consulting firms can implement to improve their client retention rates, ensuring long-term success and sustainability in the Chinese market.

**Objectives of the Study** - This study aimed to assess the market intelligence, customer experience, and service innovation in China which will be the basis for the development of an enhanced customer retention framework. Specifically, it aimed to demonstrate market intelligence in terms of customer intelligence, competitor intelligence, and product intelligence; to assess customer experience in terms of customer journey, customer engagement, and service delivery; to assess service innovation in terms of value proposition, resource integration, and communication technology; to test the significant relationships among market intelligence, customer experience, and service innovation; and to develop a framework to improve client retention in consulting firms.

## 2. Methods

**Research Design** - Descriptive research design was used in this study for an adequate and precise interpretation of the findings. The researcher sought to gather information from the respondents through providing survey questionnaires and distributing these to them. This descriptive kind of research was helpful in collecting the respondents' data efficiently.

**Participants of the Study** - This study surveyed 400 employees from government sectors that use consulting firms in China. The reason for choosing is they are highly knowledge-intensive in this matter. To ensure the representativeness and accuracy of the data, this study used a questionnaire survey.

**Instruments of the Study** - This study used a structured questionnaire as the main tool for data collection. The questionnaire was self-made by the researcher and was validated by three experts. The questionnaire is divided into four parts, which aims to fully understand the respondents' views on variables such as market intelligence, customer experience, service innovation and customer retention. Part I: Profile of Respondents. This part collects basic information of the respondents, such as gender, age, education level and years of work experience. This data helped researchers analyze the differences between respondents from different backgrounds on various variables. Part II: Market Intelligence covers the respondents' evaluation of market intelligence in customer understanding; competitor analysis; and product analysis. Through Likert scale, respondents evaluated the importance of market intelligence in their organization and its impact on customer retention. Part III: Customer Experience covers the respondents' evaluation of customer experience, including client journey; client engagement; and service delivery. Based on their experience, respondents evaluated how the company can improve customer retention by optimizing customer experience. Part IV: Service Innovation covers the respondents' evaluation of service innovation, including value proposition, resource integration and communication technology. Respondents provided feedback on their perception of service innovation and its impact on customer retention. The questionnaire was sent to the target group through the online platform of Questionnaire Star to ensure the convenience and extensiveness of data collection. After data collection, researchers used statistical analysis methods to process the data of each part to explore the combined impact of market intelligence, customer experience and service innovation on customer retention.

**Table 1**  
*Reliability Results*

Variables	No. of Items	$\alpha$ value	Interpretation
<b>Market Intelligence Practices</b>			
Customer understanding	5	0.725	Acceptable
Competitor analysis	5	0.820	Good
Product analysis	5	0.780	Acceptable
Overall	15	0.815	Good
<b>Customer Experience</b>			
Client journey	5	0.801	Good
Client engagement	5	0.830	Good
Service delivery	5	0.731	Acceptable
Overall	15	0.740	Acceptable
<b>Service Innovation</b>			
Value proposition	5	0.725	Acceptable
Resource integration	5	0.924	Excellent
Communication technology	5	0.746	Acceptable
Overall	15	0.771	Acceptable

Legend > 0.9 =Excellent; >0.8=Good;>0.7=Acceptable;>0.6=Questionable;>0.5=Poor;<0.5=Unacceptable

Reliability results showed that the Cronbach's alpha for marketing practices (0.815), customer experience (0.740), and service innovation (0.771) suggest that the items have relatively high internal consistency. This study employed a structured questionnaire, validated by three experts, to assess respondents' perceptions of market intelligence, customer experience, service innovation, and customer retention. The instrument used a 4-point Likert scale (1=Strongly Disagree to 4=Strongly Agree) across three key sections: market intelligence

(customer understanding, competitor and product analysis), customer experience (journey, engagement, service delivery), and service innovation (value proposition, resource integration, communication technology). Data were collected via Questionnaire Star and analyzed to examine how these variables influenced customer retention. The 4-point scale eliminated neutral responses, yielding more decisive data for analysis.

**Data Gathering Procedure** - This study was conducted following rigorous scientific research procedures to ensure validity and reliability. The research process began with identifying customer retention as a critical challenge for Chinese consulting firms through comprehensive literature review and industry analysis. Based on this, the study focused on examining how market intelligence, customer experience, and service innovation influence customer retention strategies. The researchers developed a structured questionnaire incorporating validated measurement scales adapted to the study context. Before deployment, the instrument underwent expert validation and preliminary reliability testing. Data were collected from 400 Chinese government employees who use consulting services through an online platform, ensuring sample diversity while maintaining strict ethical standards for respondent confidentiality. Collected data were systematically coded and analyzed using statistical techniques including descriptive statistics, correlation analysis, and regression modeling. These methods enabled examination of variable relationships and hypothesis testing. The findings provided both theoretical contributions and practical insights to enhance customer retention frameworks in China's consulting industry. The complete research process, from problem identification to data interpretation, followed methodical steps to yield credible, actionable results.

**Data Analysis** - Weighted mean and rank were used to describe the market intelligence in terms of customer intelligence; competitor intelligence; and product intelligence; to assess the customer experience in terms of customer journey; customer engagement; and service delivery; and to assess the service innovation in terms of value proposition, resource integration and communication technology. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Spearman rho was used as part of the non-parametric tests to determine the significant relationship. All analyses were performed using SPSS version 28.

**Ethical Considerations** - The research adhered strictly to ethical guidelines throughout the study. Prior to participation, all respondents received clear information about the study purpose and provided informed consent. Participant anonymity was guaranteed through anonymous survey links and secure data storage. Respondents could withdraw at any point without consequence. The research protocol received approval from the institutional ethics review board, and all data handling complied with China's data protection regulations. Findings are reported objectively without misrepresentation of the results. Furthermore, ethical clearance was secured from the university's ethics review committee office before data gathering.

### 3. Results and discussion

Table 2 shows the summary table of market intelligence. Customer Intelligence ranks first with a weighted mean of 3.16, indicating that the company excels in understanding customer needs, preferences, and behaviors. This area focuses on leveraging customer feedback, analyzing behavioral changes, and anticipating future market needs. A high score indicates the company's ability to meet customer expectations through its services, which is essential for customer satisfaction and loyalty.

**Table 2**  
*Summary Table of Market Intelligence*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Customer Intelligence	3.16	Agree	1
Competitor Intelligence	3.11	Agree	2
Product Intelligence	3.07	Agree	3
Composite Mean	3.11	Agree	

Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Competitor Intelligence ranks second with a weighted mean of 3.11, indicating that the company effectively monitors and analyzes competitor activities, strengths, and weaknesses. This dimension focuses on tracking competitor strategies, product innovations, and market performance to inform business decisions. The high score reflects the company's ability to stay competitive by adapting to market dynamics and leveraging competitor insights. Product Intelligence ranks third with a weighted mean of 3.07, indicating that the company effectively evaluates and optimizes its product portfolio to meet market demands. This dimension focuses on improving product quality, predicting product life cycles, and analyzing competitive product advantages. The high score reflects the company's ability to deliver products that align with customer needs and market trends.

**Table 3**

*Summary Table of Customer Experience*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Customer Journey	3.09	Agree	1.5
Customer Engagement	3.06	Agree	3
Service Delivery	3.09	Agree	1.5
Composite Mean	3.08	Agree	

*Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree*

Table 3 provides a summary of the respondents' evaluations of Customer Experience across three key dimensions: Customer Journey, Customer Engagement, and Service Delivery. The average composite value of customer experience is 3.08, indicating that respondents generally agree on the company's effectiveness in providing a positive customer experience. This means that the company successfully manages the customer journey, actively participates in it, guarantees the provision of quality services, and all this is important for customer satisfaction and loyalty. Customer journey ranks 1.5 with an average scale of 3.09, indicating that the company is effectively managing the customer journey by ensuring smooth experiences, individual corrections, and one-time support. A well-managed customer journey ensures a smooth and satisfying customer experience at every point of contact, enhancing overall satisfaction and loyalty. The percentage of customers ranks third with a weighted average of 3.06, indicating that the company is effectively engaging customers through ongoing interactions, personal contacts and value-added services. Strong customer engagement strengthens the emotional bonds and loyalty that are essential to the company's long-term success. The service offering ranks 1.5 with an average scale of 3.09, indicating that the company provides services efficiently and on time, maintains quality and professionalism, and adapts to customer needs. Meanwhile, providing quality services ensures that customers receive reliable and efficient services, which increases their overall experience and satisfaction.

**Table 4**

*Summary Table of Service Innovation*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Value Proposition	3.14	Agree	1
Resource Integration	3.09	Agree	2
Communication Technology	3.08	Agree	3
Composite Mean	3.10	Agree	

*Legend: 3.50-4.00=Strongly Agree; 2.50-3.49=Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree*

Table 4 summarizes respondents' assessments of service innovation in three main dimensions: value propositions, resource integration, and communication technologies. The average composite innovation in services is 3.10, indicating that respondents agree on the effectiveness of innovation in the company's services. This means that the company succeeds in developing compelling value propositions, effectively integrating its resources, and using communication technologies to improve service delivery and customer satisfaction. The value proposition ranks first with a weighted average of 3.14, indicating that the company perfectly develops and communicates a unique value proposition that meets customer needs and sets its services apart from its competitors. A strong value proposition ensures that customers consider the company's offerings as valid and worthy of investment.

Resource integration ranks second with a weighted average of 3.09, indicating that the company is effectively integrating internal and external resources to improve service delivery and create added value for customers. Efficient integration of resources ensures that the company can offer complete solutions and respond flexibly to customer needs. Communication technologies rank third with an average scale of 3.08, indicating that the company is effectively using modern communication technologies. Communication technologies play a critical role in real-time response, transparency and process improvement.

**Table 5***Relationship Between Market Intelligence and Customer Experience*

Variables	rho	p-value	Interpretation
<b>Customer Intelligence</b>			
Customer Journey	.772**	<.001	Highly Significant
Customer Engagement	.118*	0.018	Significant
Service Delivery	.189**	<.001	Highly Significant
<b>Competitor Intelligence</b>			
Customer Journey	.130**	0.009	Significant
Customer Engagement	.867**	<.001	Highly Significant
Service Delivery	.266**	<.001	Highly Significant
<b>Product Intelligence</b>			
Customer Journey	.184**	<.001	Highly Significant
Customer Engagement	.241**	<.001	Highly Significant
Service Delivery	.825**	<.001	Highly Significant

Legend: Significant at  $p\text{-value} < 0.01/0.05$

Table 5 presents the relationship between market intelligence and customer experience, as measured by Spearman's rho correlation coefficients and corresponding p-values. The results indicate that customer intelligence is highly significantly associated with the customer journey ( $\rho=.772$ ,  $p<.001$ ) and service delivery ( $\rho=.189$ ,  $p<.001$ ), while its relationship with customer engagement is statistically significant ( $\rho=.118$ ,  $p<0.018$ ). In the case of competitor intelligence, a highly significant correlation is observed with customer engagement ( $\rho=.867$ ,  $p<.001$ ) and service delivery ( $\rho=.266$ ,  $p<.001$ ), whereas its relationship with the customer journey is significant ( $\rho=.130$ ,  $p=0.009$ ). Lastly, product intelligence shows highly significant correlations across all three aspects of customer experience, including customer journey ( $\rho=.184$ ,  $p<.001$ ), customer engagement ( $\rho=.241$ ,  $p<.001$ ), and service delivery ( $\rho=.825$ ,  $p<.001$ ).

Customer Intelligence has a strong positive correlation with the Customer Journey, indicating that understanding customer needs and preferences significantly enhances the seamless and personalized experiences customers have at every touch point. Customer Intelligence has a moderate but significant correlation with Customer Engagement, suggesting that insights into customer behavior and preferences contribute to more meaningful and personalized interactions. Customer information is strongly linked to service delivery, which indicates that understanding customer needs helps the company deliver its services more efficiently and effectively.

Competitive intelligence shows an important, but moderate, link to customer journeys, indicating that understanding competitors' strategy can help businesses design more competitive, customer-centric journeys. Competitor Intelligence has a very strong positive correlation with Customer Engagement, indicating that understanding competitor actions helps the company engage customers more effectively through differentiated and value-added interactions. Competitor Intelligence is highly significantly correlated with Service Delivery, suggesting that insights into competitor practices help the company improve the efficiency and quality of its service delivery.

Product information is closely related to the customer journey, indicating that understanding product performance and customer preferences can help businesses design the most appropriate and satisfying customer journeys. Product information is closely linked to customer engagement, indicating that understanding product performance and customer preferences can help businesses better communicate with their customers through

personalized offers. Likewise, product information is strongly related to service performance, which indicates that understanding the product lifecycle and customer needs can help businesses provide more efficient services.

**Table 6**

*Relationship Between Market Intelligence and Service Innovation*

Variables	rho	p-value	Interpretation
<b>Customer Intelligence</b>			
Value Proposition	.910**	<.001	Highly Significant
Resource Integration	.128*	0.01	Significant
Communication Technology	.219**	<.001	Highly Significant
<b>Competitor Intelligence</b>			
Value Proposition	.125*	0.012	Significant
Resource Integration	.907**	<.001	Highly Significant
Communication Technology	.262**	<.001	Highly Significant
<b>Product Intelligence</b>			
Value Proposition	.257**	<.001	Highly Significant
Resource Integration	.292**	<.001	Highly Significant
Communication Technology	.919**	<.001	Highly Significant

*Legend: Significant at p-value<0.01/0.05*

Table 6 shows the relationship between market intelligence and service innovation, as measured by Spearman's rho correlation coefficients and their corresponding p-values. The results show that customer intelligence has a highly significant correlation with value proposition ( $\rho=.910$ ,  $p<.001$ ) and communication technology ( $\rho=.219$ ,  $p<.001$ ), while its relationship with resource integration is statistically significant ( $\rho=.128$ ,  $p=0.01$ ). For competitor intelligence, a highly significant association is observed with resource integration ( $\rho=.907$ ,  $p<.001$ ) and communication technology ( $\rho=.262$ ,  $p<.001$ ), whereas its correlation with value proposition is significant ( $\rho=.125$ ,  $p=0.012$ ). Lastly, product intelligence demonstrates highly significant correlations across all three dimensions of service innovation, including value proposition ( $\rho=.257$ ,  $p<.001$ ), resource integration ( $\rho=.292$ ,  $p<.001$ ), and communication technology ( $\rho=.919$ ,  $p<.001$ ).

Customer intelligence has a very strong and positive link to the value proposition, indicating that an understanding of customer needs and preferences is needed to develop compelling, customer-centric value propositions. Customer information has a moderate but important link to resource integration, indicating that understanding customer behavior and preferences can lead to better resource use and integration. Customer information shows a very important link to communication technologies, indicating that understanding customer needs can help businesses better use these technologies to improve their customer relationships.

Competitor intelligence has an important, but moderate, link to value supply, indicating that competitor strategy insights help the company develop more competitive and distinct value propositions. Competitive intelligence is closely related to resource integration, which indicates that understanding competitors' procedures can help a company better integrate its resources to get the most out of its value. Competitive intelligence is closely related to communication technologies, which indicates that understanding competitors' experiences can help companies better use communication technologies to improve their customer interactions.

Product intelligence is strongly linked to value proposition, which indicates that understanding product performance and customer preferences helps the company develop more appropriate and compelling value propositions. Product information is strongly related to resource integration, indicating that views on product performance and customer preferences help the company integrate resources more effectively to deliver superior value. Product Intelligence has a very strong positive correlation with Communication Technology, indicating that understanding product life cycles and customer needs helps the company leverage communication technologies more effectively to enhance customer interactions.

**Table 7***Relationship Between Customer Experience and Service Innovation*

Variables	rho	p-value	Interpretation
<b>Customer Journey</b>			
Value Proposition	.681**	<.001	Highly Significant
Resource Integration	0.081	0.104	Not Significant
Communication Technology	.177**	<.001	Highly Significant
<b>Customer Engagement</b>			
Value Proposition	0.069	0.17	Not Significant
Resource Integration	.777**	<.001	Highly Significant
Communication Technology	.215**	<.001	Highly Significant
<b>Service Delivery</b>			
Value Proposition	.220**	<.001	Highly Significant
Resource Integration	.269**	<.001	Highly Significant
Communication Technology	.744**	<.001	Highly Significant

Legend: Significant at  $p\text{-value} < 0.01$

Table 7 presents the relationship between customer experience and service innovation, as indicated by Spearman's rho correlation coefficients and p-values. The results show that customer journey is highly significantly correlated with value proposition ( $\rho=.681$ ,  $p<.001$ ) and communication technology ( $\rho=.177$ ,  $p<.001$ ), but its relationship with resource integration is not significant ( $\rho=0.081$ ,  $p=0.104$ ). While in, customer engagement is highly significantly associated with resource integration ( $\rho=.777$ ,  $p<.001$ ) and communication technology ( $\rho=.215$ ,  $p<.001$ ), while its correlation with value proposition is not significant ( $\rho=0.069$ ,  $p=0.17$ ). Lastly, service delivery exhibits highly significant correlations across all three dimensions of service innovation, including value proposition ( $\rho=.220$ ,  $p<.001$ ), resource integration ( $\rho=.269$ ,  $p<.001$ ), and communication technology ( $\rho=.744$ ,  $p<.001$ ).

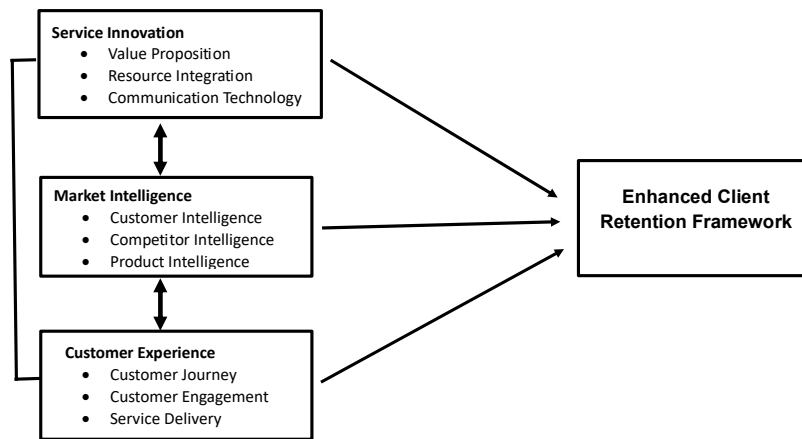
Customer journey has a strong positive correlation with value proposition, indicating that a well-designed customer journey helps the company develop and communicate a compelling value proposition that resonates with customers. Customer journey does not show a significant correlation with resource integration, suggesting that the design of the customer journey may not directly influence how resources are integrated within the company. Customer journey is highly significantly correlated with communication technology, indicating that a well-designed journey leverages communication technologies to enhance customer interactions and experiences.

Customer engagement does not show a significant correlation with value proposition, suggesting that while engagement is important, it may not directly influence the development of the value proposition. Customer engagement has a very strong positive correlation with resource integration, indicating that engaging customers effectively requires the company to integrate resources efficiently to deliver personalized and value-added experiences. Customer engagement is highly significantly correlated with communication technology, suggesting that effective communication technologies enhance customer engagement by enabling personalized and real-time interactions.

Service delivery has a strong positive correlation with value proposition, indicating that efficient and high-quality service delivery enhances the perceived value of the company's offerings. According to Parasuraman et. al.,(2020), service delivery is a key component of value proposition, as it directly impacts customer perceptions of quality and reliability. Service delivery is highly significantly correlated with resource integration, suggesting that effective resource integration is essential for delivering high-quality and efficient services. Service delivery has a very strong positive correlation with communication technology, indicating that leveraging communication technologies enhances the efficiency and quality of service delivery.



### ***Enhanced Client Retention Framework***



*Fig. 1 Enhanced Customer Retention Framework*

The Figure 1 shows “Enhanced Client Retention Framework” market intelligence and customer experience on service innovation. According to the framework, enhanced client retention framework could be enhanced by improving the three variables in this study: market intelligence and customer experience and service innovation.

The framework emphasizes data-driven decision-making (Market Intelligence), seamless customer interactions (Customer Experience), and innovative service delivery (Service Innovation). By analyzing relationships between these factors, the model helps firms identify strengths, address weaknesses, and enhance long-term client loyalty. This structured approach enables consulting firms to optimize client relationships, differentiate from competitors, and leverage technology for better service. The framework serves as a strategic tool to boost retention by aligning business strategies with evolving customer expectations and market trends. Service innovation relies on the data and insights provided by market intelligence. Market intelligence helps service innovation identify customer needs and market trends, thereby driving the creation of services that better meet customer expectations and market dynamics. Service innovation can therefore be seen as the application and implementation of market information.

Innovations in services have a direct impact on customer experience. Innovations in service excellence can increase customer satisfaction and quality of experience during service delivery and enhance customer loyalty. In other words, innovative forms of services can provide better points of contact for customers and better ways to interact, thereby improving the overall customer experience.

Market intelligence helps businesses design better customer experiences by providing a deep understanding of customer behaviors, needs and preferences. By analyzing customer reactions and behaviors, businesses can improve customer journey and enhance customer engagement by offering them more personalized service experience.

All three variables (service innovation, market intelligence, and customer experience) work together to enhance the customer retention framework. Through mutual promotion and feedback, these three variables form a dynamic cycle with the goal of increasing customer loyalty and retention. Market intelligence provides a decision-making basis; service innovation provides competitive advantage; and good customer experience ensures customer satisfaction and sustained relationships.

## **4. Conclusions and recommendations**

In light of the results of the study, the following conclusions were drawn: The government employees agreed on the existence of market intelligence among consulting firms. Respondents revealed moderate

agreement on the role of innovative services in promoting and maintaining customer satisfaction. There is moderate agreement for service innovation in terms of value proposition, integration of resources and communication technologies. There is a very important link between market intelligence, customer experience and service innovation to increase customer retention. An enhanced loyalty framework for consulting firms was developed to emphasize the importance of market information, customer experience and service innovation.

The government offices may prioritize investments in advanced market intelligence tools and platforms to enable data-driven decisions and tailor services more effectively. Department heads may create a structured customer feedback loop to systematically collect, analyze, and integrate data into service design and delivery processes. Employees may seek training to be equipped with the skills needed to leverage market intelligence to effectively contribute to service innovation. Consulting firms may review and utilize the proposed framework to enhance customer retention. Future researchers can expand the scope of the enhanced framework for customer retention by examining its application in different sectors and regulatory contexts. They can also study how emerging technologies such as artificial intelligence and machine learning can improve market intelligence, customer experience and service innovation in consulting firms.

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