SERVICES MARKETING

People Technology Strategy



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Services Marketing: People, Technology, Strategy

Brief Contents

About the Authors
About the Contributors of the Case Studies
Preface
Acknowledgements

PART I: UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS

- 1. Creating Value in the Service Economy
- 2. Understanding Service Consumers
- 3. Positioning Services in Competitive Markets

PART II: APPLYING THE 4 PS OF MARKETING TO SERVICES

- 4. Developing Service Products and Brands
- 5. Distributing Services Through Physical and Electronic Channels
- 6. Service Pricing and Revenue Management
- 7. Service Marketing Communications

PART III: MANAGING THE CUSTOMER INTERFACE

- 8. Designing Service Processes
- 9. Balancing Demand and Capacity
- 10. Crafting the Service Environment

11. Managing People for Service Advantage

PART IV: DEVELOPING CUSTOMER RELATIONSHIPS

- 12. Managing Relationships and Building Loyalty
- 13. Complaint Handling and Service Recovery

PART V: STRIVING FOR SERVICE EXCELLENCE

- 14. Improving Service Quality and Productivity
- 15. Building a World-Class Service Organization

PART VI: CASE STUDIES

Glossary Name Index Subject Index

Contents

About the Authors
About the Contributors of the Case Studies
Preface
Acknowledgements

PART I: UNDERSTANDING SERVICE PRODUCTS, CONSUMERS, AND MARKETS

1. Creating Value in the Service Economy

Why Study Services

- Services Dominate the Global Economy
- Most New Jobs are Generated by Services
- Understanding Services Offers Personal Competitive Advantage

What Are the Principal Industries of the Service Sector?

Contribution to Gross Domestic Product

Powerful Forces are Transforming the Service Markets
B2B Services as a Core Engine of Economic Development
Outsourcing and Offshoring Often Work in Tandem

What Are Services

The Historical View

Benefits Without Ownership

- Defining Services
- Service Products versus Customer Service and After-Sales Service

Four Broad Categories of Services – A Process Perspective

- People Processing
- Possession Processing
- Mental Stimulus Processing
- Information Processing

Services Pose Distinct Marketing Challenges

The 7Ps of Marketing

The Traditional Marketing Mix Applied to Services

- Product Elements
- Place and Time
- Price and Other User Outlays
- Promotion and Education

The Extended Services Marketing Mix for Managing the Customer Interface

- Process
- Physical Environment
- People

Marketing Must be Integrated with Other Management Functions

The Service-Profit Chain

A Framework for Developing Effective Service Marketing Strategies

- Understanding Service Products, Consumers and Markets
- Applying the 4 Ps of Marketing to Services
- Managing the Customer Interface
- Developing Customer Relationships
- Striving for Service Excellence

2. Understanding Service Consumers

The Three-Stage Model of Service Consumption

Pre-purchase Stage

- Need Awareness
- Information Search
- Evaluation of Alternative Services
- Purchase Decision

Service Encounter Stage

- Service Encounters are "Moments of Truth"
- Service Encounters Range from High Contact to Low Contact
- The Servuction System
- Theater as Metaphor for Service Delivery: An Integrative Perspective
- Role and Script Theories
- Perceived Control Theory

Post-Encounter Stage

- Customer Satisfaction
- Service Quality
- Customer Loyalty

3. Positioning Services in Competitive Markets

Customer-Driven Services Marketing Strategy

- Customer, Competitor and Company Analysis (3 Cs)
- Segmentation, Targeting and Positioning (STP)

Segmenting Service Markets

- Important versus Determinant Service Attributes
- Segmentation Based on Service Levels

Targeting Service Markets

• Achieving Competitive Advantage through Focus

Principles of Positioning Services Using

Positioning Maps to Plot Competitive Strategy

- An Example of Applying Positioning Maps to the Hotel Indsutry
- Mapping Future Scenarios to Identify Potential Competitive Responses
- Positioning Charts Help Executives Visualize Strategy

Developing an Effective Positioning Strategy

PART II: APPLYING THE 4 PS OF MARKETING TO SERVICES

4. Developing Service Products and Brands

Creating Service Products

• What are the Components of a Service Product?

The Flower of Service

- Facilitating Supplementary Services
- Enhancing Supplementary Services
- Managerial Implications

Branding Service Firms, Products and Experiences

• Branding Strategies for Services

Tiering Service Products with Branding

Building Brand Equity

Delivering Branded Service Experiences

New Service Development

• A Hierarchy of New Service Categories

Achieving Success in New Service Development

5. Distributing Services Through Physical and Electronic Channels

Distribution In a Services Context

What Is Being Distributed?

How Should A Service Be Distributed?

- Customers Visit the Service Site
- Service Providers Go to their Customers
- The Service Transaction is Conducted Remotely
- Channel Preferences Vary among Customers
- Channel Integration is Key

Where Should a Service Facility be Located?

- Strategic Location Considerations
- Tactical Location Considerations
- Locational Constraints
- Innovative Location Strategies

When Should Service be Delivered?

The Role of Intermediaries

• Benefits and Costs of Alternative Distribution Channels

Franchising

The Challenge of Distribution in Large Domestic Markets Distributing Services Internationally

- Factors Favoring Adoption of Transnational Strategies
- How does the Nature of a Service Affect International Distribution?
- Barriers to International Trade in Services
- How to Enter International Markets?

6. Service Pricing and Revenue Management

Effective Pricing is Central to Financial Success

• Objectives for Establishing Prices

Pricing Strategy Stands on Three Foundations

- Cost-based Pricing
- Value-based Pricing
- Reducing Related Monetary and Non-monetary Costs
- Competition-based Pricing

Revenue Management: What It Is and How It Works

- Reserving Capacity for High-yield Customers
- How can we Measure the Effectiveness of a Firm's Revenue Management?
- How does Competitor's Pricing Affect Revenue Management?
- Price Elasticity
- Designing Rate Fences

Fairness and Ethical Concerns in Service Pricing

- Service Pricing is Complex
- Piling on the Fees
- Designing Fairness into Revenue Management

Putting Service Pricing Into Practice

- How Much to Charge?
- What Should be the Specified Basis for Pricing?
- Who Should Collect Payment and Where Should Payment be Made?
- When Should Payment be Made?
- How Should Payment be Made?
- How Should Prices be Communicated to the Target Markets?

7. Service Marketing Communications

Integrated Service Marketing Communications

Defining the Target Audience

Specifying Service Communication Objectives

• Strategic Service Communications Objectives

Tactical Service Communications Objectives

• Promote Tangible Cues to Communicate Quality

Crafting Effective Service Communication Messages

- Problems of Intangibility
- Overcoming the Problems of Intangibility

The Services Marketing Communication Mix

- Communications Originate from Different Sources
- Messages Transmitted through Traditional Marketing Sources
- Messages Transmitted Online
- Messages Transmitted through Service Delivery Channels
- Messages Originating from Outside the Organization

Timing Decisions of Services Marketing Communication

Budget Decisions and Program Evaluation

Ethical and Consumer Privacy Issues in Communications

The Role of Corporate Design

Integrated Marketing Communications

PART III: MANAGING THE CUSTOMER INTERFACE

8. Designing Service Processes

What is a Service Process?

Designing and Documenting Service Processes

Developing a Service Blueprint

- Blueprinting the Restaurant Experience: a Three-Act Performance
- Identifying Fail Points
- Fail-Proofing to Design Fail Points out of Service Processes
- Setting Service Standards and Targets
- Consumer Perceptions and Emotions in Service Process Design

Service Process Redesign

• Service Process Redesign Should Improve Both Quality and Productivity

Customer Participation in Service Processes

- Levels of Customer Participation
- Customer as Co-creators
- Reducing Service Failures Caused by Customers

Self-Service Technologies

- Customer Benefits and Adoption of Self-Service Technology
- Customer Disadvantages and Barriers of Adoption of Self-Service Technology
- Assessing and Improving SSTs
- Managing Customer's Reluctance to Change

9. Balancing Demand and Capacity

Fluctuations in Demand Threaten Profitability

- From Excess Demand to Excess Capacity
- Building Blocks of Managing Capacity and Demand

Defining Productive Service Capacity

Managing Capacity

- Stretching Capacity Levels
- Adjusting Capacity to Match Demand

Understanding Patterns of Demand

Managing Demand

• Marketing Mix Elements Can be used to Shape Demand Patterns

Inventory Demand Through Waiting Lines and Queuing Systems

- Waiting is a Universal Phenomenon
- Managing Waiting Lines
- Different Queue Configurations
- Virtual Waits
- Queuing Systems can be Tailored to Market Segments

Customer Perceptions of Waiting Time

• The Psychology of Waiting Time

Inventory Demand Through Reservation Systems

• Reservation Strategies Should Focus on Yield

Create Alternative Use for Otherwise Wasted Capacity

10. Crafting the Service Environment

Service Environments – An Important Element of The Service Marketing Mix

What is the Purpose of Service Environments?

- Shape Customer's Service Experience and Behaviors
- Signal Quality and Position, Differentiate and Strengthen the Brand
- Core Component of The Value Proposition
- Facilitate the Service Encounter and Enhance Productivity

The Theory Behind Consumer Responses to Service Environments

- Feelings are a Key Driver of Customer Responses to Service Environments
- The Servicescape Model An Integrative Framework

Dimensions of the Service Environment

- The Effect of Ambient Condition
- Spatial Layout and Functionality
- Signs, Symbols and Artifacts
- People are Part of the Service Environment too

Putting It All Together

- Design with a Holistic View
- Design from a Customer's Perspective

11. Managing People for Service Advantage

Service Employees are Extremely Important

- Service Personnel as a Source of Customer Loyalty and Competitive Advantage
- The Frontline in Low-Contact Services

Frontline Work is Difficult and Stressful

- Service Jobs are Boundary Spanning Positions
- Sources of Role Conflict
- Emotional Labor
- Service Sweatshops?

Cycles of Failure, Mediocrity and Success

- The Cycle of Failure
- The Cycle of Mediocrity
- The Cycle of Success

Human Resource Management - How to Get it Right

- Hire the Right People
- Tools to Identify the Best Candidates
- Train Service Employees Actively
- Internal Communications to Shape the Service Culture and Behaviors
- Empower the Frontline
- When are High Levels of Empowerment Appropriate?
- Build High-Performance Service-Delivery Teams
- Integrate Teams Across Departments and Functional Areas
- Motivate and Energize People
- The Role of Labor Unions

Service Culture, Climate and Leadership

- Building a Service-Oriented Culture
- A Climate for Service
- Qualities of Effective Leaders in Service Organizations
- Leadership Styles, Focus on the Basics, and Role Modelling
- Focusing the Entire Organization on the Frontline

PART IV: DEVELOPING CUSTOMER RELATIONSHIPS

12. Managing Relationships and Building Loyalty

The Search for Customer Loyalty

- Why Is Customer Loyalty So Important to a Firm's Profitability?
- Assessing the Value of a Loyal Customer
- Worksheet for Calculating Customer Lifetime Value
- The Gap between Actual and Potential Customer Value
- Why Are Customers Loyal?

The Wheel of Loyalty

Building A Foundation For Loyalty

- Target the Right Customers
- Search for Value, Not Just Volume
- Manage the Customer Base through Effective Tiering of Service
- Customer Satisfaction and Service Quality Are Prerequisites for Loyalty

Strategies for Developing Loyalty Bonds with Customers

- Deepen the Relationship
- Encourage Loyalty through Financial and Non-financial Rewards
- Build Higher-Level Bonds

Strategies for Reducing Customer Defections

- Analyze Customer Defections and Monitor Declining Accounts
- Address Key Churn Drivers
- Implement Effective Complaint Handling and Service Recovery Procedures
- Increase Switching Costs

Enablers of Customer Loyalty Strategies

- Customer Loyalty in a Transactional Marketing Context
- Relationship Marketing
- Creating "Membership-Type" Relationships as Enablers for Loyalty Strategies

CRM: Customer Relationship Management

- Common Objectives of CRM Systems
- What Does a Comprehensive CRM Strategy Include?
- Common Failures in CRM Implementation
- How to Get CRM Implementation Right

13. Complaint Handling and Service Recovery

Customer Complaining Behavior

- Customer Response Options to Service Failure
- Understanding Customer Complaining Behavior
- What Do Customers Expect Once They Have Made A Complaint?

Customer Responses to Effective Service Recovery

- Impact of Effective Service Recovery on Customer Loyalty
- The Service Recovery Paradox

Principles of Effective Service Recovery Systems

- Make It Easy for Customer to Give Feedback
- Enable Effective Service Recovery
- How Generous Should Compensation Be?
- Dealing with Complaining Customers

Service Guarantees

- The Power of Service Guarantees
- How to Design Service Guarantees
- Is Full Satisfaction the Best You Can Guarantee?
- Is It Always Beneficial to Introduce a Service Guarantee?

Discouraging Abuse and Opportunistic Customer Behavior

- Seven Types of Jaycustomers
- Consequences of Dysfunctional Customer Behavior
- Dealing with Consumer Fraud

PART V: STRIVING FOR SERVICE EXCELLENCE

14. Improving Service Quality and Productivity

Integrating Service Quality and Productivity Strategies

Service Quality, Productivity, and Profitability

What is Service Quality?

Identifying and Correcting Service Quality Problems

- The Gaps Model in Service Design and Delivery
- Key Ways to Close the Gaps in Service Quality

Measuring Service Quality

Soft and Hard Service Quality Measures

Learning from Customer Feedback

- Key Objectives of Effective Customer Feedback Systems
- Use a Mix of Customer Feedback Collection Tools
- Analysis, Reporting, and Dissemination of Customer Feedback

Hard Measures of Service Quality

Tools to Analyze and Address Service Quality Problems

- Root Cause Analysis: The Fishbone Diagram
- Pareto Analysis
- Blueprinting A Powerful Tool for Identifying Fail Points

Return on Quality

- Assess Costs and Benefits of Quality Initiatives
- Determine the Optimal Level of Reliability

Defining and Measuring Productivity

- Defining Productivity in a Service Context
- Measuring Productivity
- Service Productivity, Efficiency, and Effectiveness

Improving Service Productivity

- Generic Productivity Improvement Strategies
- Customer-Driven Approaches to Improve Productivity
- How Productivity Improvements Impact Quality and Value

Integration and Systemic Approaches to Improving Service Quality and Productivity

- Total Quality Management
- ISO 9000 Certification
- Six Sigma
- Malcolm-Baldrige and EFQM Approaches
- Which Approach Should a Firm Adopt?

15. Building a World Class Service Organization

Creating a World-Class Service Organization

- From Losers to Leaders: Four Levels of Service Performance
- Moving to a Higher Level of Performance

Case 19-32 Additional Cases Available for Educators

Customer Satisfaction and Corporate Performance

PART VI: CASE STUDIES

Case 1	Sullivan Ford Auto World
Case 2	Dr. Beckett's Dental Office
Case 3	Bouleau & Huntley: Crossselling Professional Services
Case 4	Uber: Competing as Market Leader in the US versus Being a Distant
Second in	China
Case 5	Banyan Tree: Designing and Delivering a Branded Service Experience
Case 6	Kiwi Experience
Case 7	The Accra Beach Hotel: Block Booking of Capacity during a Peak Period
Case 8	Aussie Pooch Mobile
Case 9	Shouldice Hospital Limited (Abridged)
Case 10	Delwarca Software Remote Support Unit
Case 11	Red Lobster
Case 12	Raleigh & Rosse: Measure to Motivate Exceptional Service
Case 13	Singapore Airlines: Managing Human Resources for Cost-effective
Service Ex	cellence
Case 14	Dr. Mahalee Goes to London: Global Client Management
Case 15	Royal Dining Membership Program Dilemma
Case 16	Starbucks: Delivering Customer Service
Case 17	LUX*: Staging a Service Revolution in a Resort Chain
Case 18	KidZania: Shaping a Strategic Service Vision for the Future

Glossary

Name Index

Subject Index