

Essentials of Services Marketing

3rd Edition



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Brief Contents

Dedication	v
About the Authors	vii
About the Contributors of the Cases	xi
Preface	xxii
Acknowledgments	xxxii
Part I: Understanding Service Markets, Products, and Customers	3
Chapter 1 Introduction to Services Marketing	4
Chapter 2 Consumer Behavior in a Services Context	36
Chapter 3 Positioning Services in Competitive Markets	64
Part II: Applying the 4 Ps of Marketing to Services	89
Chapter 4 Developing Service Products and Brands	90
Chapter 5 Distributing Services through Physical and Electronic Channels	118
Chapter 6 Setting Prices and Implementing Revenue Management	152
Chapter 7 Promoting Services and Educating Customers	194
Part III: Managing the Customer Interface	235
Chapter 8 Designing Service Processes	236
Chapter 9 Balancing Demand and Capacity	268
Chapter 10 Crafting the Service Environment	298
Chapter 11 Managing People for Service Advantage	326
Part IV: Developing Customer Relationships	371
Chapter 12 Managing Relationships and Building Loyalty	372
Chapter 13 Complaint Handling and Service Recovery	412
Part V: Striving for Service Excellence	445
Chapter 14 Improving Service Quality and Productivity	446
Chapter 15 Building a World-Class Service Organization	490
Part VI: Cases	502
Glossary	641
Credits	651
Name Index	655
Subject Index	663

About the Authors



As a team, Christopher Lovelock and Jochen Wirtz provide a blend of skills and experience that's ideally suited to writing an authoritative and engaging services marketing text. They have worked together on a variety of projects, including cases, articles, conference papers, as well as *Services Marketing: People, Technology, Strategy* and *Essentials of Services Marketing*.



Jochen Wirtz is Professor of Marketing and Vice Dean, Graduate Studies, at the National University of Singapore (NUS) and an international fellow of the Service Research Center at Karlstad University. Furthermore, he is the founding director of the dual degree UCLA-NUS Executive MBA Program (ranked globally #6 in the *Financial Times* 2016 EMBA rankings), international fellow of the Service Research Center at Karlstad University, and Academic Scholar at the Cornell Institute for Healthy Futures (CIHF) at Cornell University. Dr. Wirtz holds a PhD in services marketing from the London Business School and has worked in the field of services for over 25 years.

Previously, Professor Wirtz was an associate fellow at the Saïd Business School, University of Oxford, from 2008 to 2013, and a founding member of the NUS Teaching Academy (the NUS think tank on education matters) from 2009 to 2015.

Professor Wirtz's research focuses on services marketing and has been published in over 200 academic articles, book chapters, and industry reports. He is an author or co-author of over ten books, including *Services Marketing: People, Technology, Strategy* (8th edition, World Scientific, 2015), co-authored with Professor Lovelock, which has become one of the world's leading services marketing textbooks and has been translated and adapted for over 26 countries and regions, with sales of approximately 800,000 copies. His other books include *Winning in Service Markets* (World Scientific, 2015) and *Flying High in a Competitive Industry: Secrets of the World's Leading Airline* (McGraw Hill, 2009).

In recognition of his excellence in teaching and research, Professor Wirtz has received over 40 awards, including the prestigious Academy of Marketing Science (AMS) 2012 Outstanding Marketing Teacher Award (the highest recognition of teaching excellence by AMS globally) and the top university-level Outstanding Educator Award at NUS. He was also the winner of the inaugural Outstanding Service Researcher Award 2010 and the Best Practical Implications Award 2009, both by Emerald Group Publications. He serves on the editorial review boards of over ten academic journals, including the *Journal of Service Management*, *Journal of Service Research*, *Journal of Service Science*, and *Cornell Hospitality Quarterly*, and is also an ad hoc reviewer for the *Journal of Consumer Research* and *Journal of Marketing*. Professor Wirtz chaired the American Marketing Association's biennial Service Research Conference in 2005 when it was held for the first time in Asia.

Professor Wirtz was a banker and took the banking exam at the Chamber of Commerce and Industry in Munich. He has since been an active management consultant, working with international consulting firms including Accenture, Arthur D. Little, and KPMG as well as major service firms in the areas of strategy, business development, and customer feedback systems. He has also been involved in a number of start-ups, including in Accellion (www.accellion.com), AngelLoop (www.angelloop.com), TranscribeMe (www.transcribeme.com), and UP! Your Service (www.upyourservice.com).

Originally from Germany, Professor Wirtz spent seven years in London before moving to Asia. Today, he shuttles between Asia, the United States, and Europe. For further information, visit www.jochenwirtz.com.



The late **Christopher Lovelock** was one of the pioneers of services marketing. He consulted and gave seminars and workshops for managers around the world, with a particular focus on strategic planning in services and managing the customer experience. From 2001 to 2008, he was an adjunct professor at the Yale School of Management, where he taught services marketing in the MBA program.

After obtaining a BCom and an MA in economics from the University of Edinburgh, he worked in advertising with the London office of J. Walter Thompson Co. and then in corporate planning with Canadian Industries Ltd. in Montreal. Later, he obtained an MBA from Harvard and a PhD from Stanford, where he was also a postdoctoral fellow.

Professor Lovelock's distinguished academic career included 11 years on the faculty of the Harvard Business School and two years as a visiting professor at IMD in Switzerland. He has also held faculty appointments at Berkeley, Stanford, and the Sloan School at MIT, as well as visiting professorships at INSEAD in France and The University of Queensland in Australia.

Author or co-author of over 60 articles, more than 100 teaching cases, and 27 books, Professor Lovelock has seen his work translated into 16 languages. He served on the editorial review boards of the *Journal of Service Management*, *Journal of Service Research*, *Service Industries Journal*, *Cornell Hospitality Quarterly*,

and *Marketing Management* and was also an ad hoc reviewer for the *Journal of Marketing*.

Widely acknowledged as a thought leader in services, Professor Lovelock has been honored by the American Marketing Association's prestigious Award for Career Contributions in the Services Discipline. This award has been renamed as the SERVSIG Christopher Lovelock Career Contribution Award in his honor. His article co-written with Evert Gummesson, "Whither Services Marketing? In Search of a New Paradigm and Fresh Perspectives," won the AMA's Best Services Article Award in 2005. He had previously also received a best article award from the *Journal of Marketing*. Recognized many times for excellence in case writing, he has twice won top honors in the *BusinessWeek* "European Case of the Year" Award. For further information, visit www.lovelock.com.

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Contents

Preface	xxii
Acknowledgments	xxxii
Part I: Understanding Service Markets, Products, and Customers	3
1. Introduction to Services Marketing	4
Why Study Services?	7
Services Dominate the Global Economy	7
Most New Jobs Are Generated by Services	7
Understanding Services Offers Personal Competitive Advantage	8
What Are the Principal Industries of the Service Sector?	8
Contribution to Gross Domestic Product	9
Powerful Forces Are Transforming Service Markets	10
B2B Services as a Core Engine of Economic Development	10
What Are Services?	12
Benefits without Ownership	12
Defining Services	14
Service Products versus Customer Service and After-Sales Service	14
Four Broad Categories of Services—A Process Perspective	15
People Processing	15
Possession Processing	15
Mental Stimulus Processing	16
Information Processing	16
Services Pose Distinct Marketing Challenges	17
The 7 Ps of Services Marketing	18
The Traditional Marketing Mix Applied to Services	18
The Extended Services Marketing Mix for Managing the Customer Interface	22
Marketing Must Be Integrated with Other Management Functions	24
The Service–Profit Chain	25
A Framework for Developing Effective Service Marketing Strategies	27
2. Consumer Behavior in a Services Context	36
The Three-Stage Model of Service Consumption	39
Pre-Purchase Stage	39
Need Awareness	39
Information Search	40

	Evaluation of Alternative Services	40
	Purchase Decision	48
	Service Encounter Stage	48
	Service Encounters Are “Moments of Truth”	48
	Service Encounters Range from High Contact to Low Contact	49
	The Servuction System	50
	Theater as Metaphor for Service Delivery:	
	An Integrative Perspective	51
	Role and Script Theories	51
	Perceived Control Theory	52
	Post-Encounter Stage	53
	Customer Satisfaction	53
	Service Quality	54
	Customer Loyalty	56
3.	Positioning Services in Competitive Markets	64
	Customer-Driven Services Marketing Strategy	67
	Customer, Competitor, and Company Analysis (3Cs)	67
	Segmentation, Targeting, and Positioning (STP)	68
	Segmenting Service Markets	68
	Important versus Determinant Service Attributes	70
	Segmenting Based on Service Levels	71
	Targeting Service Markets	71
	Achieving Competitive Advantage through Focus	71
	Principles of Positioning Services	75
	Using Positioning Maps to Plot Competitive Strategy	76
	An Example of Applying Positioning Maps to the Hotel Industry	77
	Mapping Future Scenarios to Identify Potential Competitive Responses	80
	Positioning Charts Help Executives Visualize Strategy	82
	Developing an Effective Positioning Strategy	82
Part II:	Applying the 4 Ps of Marketing to Services	89
4.	Developing Service Products And Brands	90
	Creating Service Products	92
	What Are the Components of a Service Product?	92
	The Flower of Service	95
	Facilitating Supplementary Services	95
	Enhancing Supplementary Services	98
	Branding Service Firms, Products, and Experiences	102
	Branding Strategies for Services	102
	Tiering Service Products with Branding	104
	Building Brand Equity	106

	Delivering Branded Service Experiences	107
	New Service Development	108
	A Hierarchy of New Service Categories	108
	Achieving Success in New Service Development	110
5.	Distributing Services through Physical and Electronic Channels	118
	Distribution in a Services Context	121
	What Is Being Distributed?	121
	How Should a Service Be Distributed?	122
	Customers Visit the Service Site	122
	Service Providers Go to Their Customers	122
	The Service Transaction Is Conducted Remotely	123
	Channel Preferences Vary among Customers	126
	Channel Integration Is Key	126
	Where Should a Service Facility Be Located?	127
	Strategic Location Considerations	128
	Tactical Location Considerations	129
	Innovative Location Strategies	130
	When Should Service Be Delivered?	132
	The Role of Intermediaries	133
	Benefits and Costs of Alternative Distribution Channels	133
	Franchising	135
	Other Intermediaries	137
	The Challenge of Distribution in Large Domestic Markets	137
	Distributing Services Internationally	139
	Factors Favoring Adoption of Transnational Strategies	139
	Barriers to International Trade in Services	142
	How to Enter International Markets	143
6.	Setting Prices and Implementing Revenue Management	152
	Effective Pricing Is Central to Financial Success	154
	Objectives for Establishing Prices	154
	Pricing Strategy Stands on Three Foundations	154
	Cost-Based Pricing	154
	Value-Based Pricing	157
	Reducing Related Monetary and Non-Monetary Costs	160
	Competition-Based Pricing	161
	Revenue Management: What It Is and How It Works	163
	Reserving Capacity for High-Yield Customers	164
	How Can We Measure the Effectiveness of a Firm's Revenue Management?	165
	How Does Competitors' Pricing Affect Revenue Management?	166
	Price Elasticity	166
	Designing Rate Fences	168

	Fairness and Ethical Concerns in Service Pricing	169
	Service Pricing Is Complex	169
	Piling on the Fees	172
	Designing Fairness into Revenue Management	173
	Putting Service Pricing into Practice	177
	How Much Should Be Charged?	177
	What Should Be the Specified Basis for Pricing?	177
	Who Should Collect Payment and Where Should Payment Be Made?	181
	When Should Payment Be Made?	181
	How Should Payment Be Made?	182
	How Should Prices Be Communicated to the Target Markets?	184
7.	Promoting Services and Educating Customers	194
	Integrated Service Marketing Communications	196
	Defining the Target Audience	196
	Specifying Service Communication Objectives	198
	Strategic Service Communications Objectives	198
	Tactical Service Communications Objectives	198
	Crafting Effective Service Communication Messages	202
	Problems of Intangibility	202
	Overcoming the Problems of Intangibility	203
	The Services Marketing Communications Mix	204
	Communications Originate from Different Sources	205
	Messages Transmitted through Traditional Marketing Channels	206
	Messages Transmitted Online	208
	Messages Transmitted through Service Delivery Channels	212
	Messages Originating from Outside the Organization	215
	Timing Decisions of Services Marketing Communications	220
	Budget Decisions and Program Evaluation	221
	Ethical and Consumer Privacy Issues in Communications	222
	The Role of Corporate Design	223
	Integrated Marketing Communications	224
	Part III: Managing the Customer Interface	235
8.	Designing Service Processes	236
	What Is a Service Process?	238
	Designing and Documenting Service Processes	238
	Developing a Service Blueprint	238
	Blueprinting the Restaurant Experience: A Three-Act Performance	241
	Identifying Fail Points	248
	Fail-Proofing to Design Fail Points out of Service Processes	248
	Setting Service Standards and Targets	249

	Consumer Perceptions and Emotions in Service Process Design	250
	Service Process Redesign	251
	Service Process Redesign Should Improve Both Quality and Productivity	252
	Customer Participation in Service Processes	254
	Customers as Service Co-Creators	254
	Reducing Service Failures Caused by Customers	254
	Self-Service Technologies	254
	Customer Benefits and Adoption of Self-Service Technology	256
	Customer Disadvantages and Barriers of Adoption of Self-Service Technology	257
	Assessing and Improving SSTs	257
	Managing Customers' Reluctance to Change	259
9.	Balancing Demand and Capacity	268
	Fluctuations in Demand Threaten Profitability	270
	From Excess Demand to Excess Capacity	270
	Building Blocks of Managing Capacity and Demand	272
	Defining Productive Service Capacity	272
	Managing Capacity	273
	Stretching Capacity Levels	273
	Adjusting Capacity to Match Demand	274
	Understand Patterns of Demand	275
	Managing Demand	277
	Marketing Mix Elements Can Be Used to Shape Demand Patterns	279
	Inventory Demand through Waiting Lines and Queuing Systems	280
	Waiting Is a Universal Phenomenon	281
	Managing Waiting Lines	281
	Different Queue Configurations	283
	Virtual Waits	285
	Queuing Systems Can Be Tailored to Market Segments	285
	Customer Perceptions of Waiting Time	287
	The Psychology of Waiting Time	287
	Inventory Demand through Reservations Systems	288
	Reservations Strategies Should Focus on Yield	289
	Create Alternative Use for Otherwise Wasted Capacity	290
10.	Crafting the Service Environment	298
	Service Environments—an Important Element of the Services Marketing Mix	300
	What Is the Purpose of Service Environments?	300
	Shape Customers' Service Experiences and Behaviors	300
	Signal Quality and Position, Differentiate, and Strengthen the Brand	300
	Core Component of the Value Proposition	302
	Facilitate the Service Encounter and Enhance Productivity	303

	The Theory behind Consumer Responses to Service Environments	303
	Feelings Are a Key Driver of Customer Responses to Service Environments	304
	The Servicescape Model—An Integrative Framework	307
	Dimensions of the Service Environment	308
	The Effect of Ambient Conditions	308
	Spatial Layout and Functionality	313
	Signs, Symbols, and Artifacts	314
	People Are Part of the Service Environment Too	315
	Putting It All Together	315
	Design with a Holistic View	315
	Design from a Customer’s Perspective	316
	Tools to Guide Servicescape Design	319
11.	Managing People for Service Advantage	326
	Service Employees Are Extremely Important	328
	Service Personnel as a Source of Customer Loyalty and Competitive Advantage	328
	Front-Line Work Is Difficult and Stressful	330
	Service Jobs Are Boundary-Spanning Positions	330
	Sources of Role Conflict	330
	Emotional Labor	331
	Service Sweatshops	332
	Cycles of Failure, Mediocrity, and Success	333
	The Cycle of Failure	333
	The Cycle of Mediocrity	335
	The Cycle of Success	336
	Human Resource Management—How to Get It Right?	337
	Hire the Right People	337
	Tools to Identify the Best Candidates	339
	Train Service Employees Actively	343
	Empower the Front Line	347
	Build High-Performance Service-Delivery Teams	350
	Integrate Teams across Departments and Functional Areas	352
	Motivate and Energize People	353
	Service Culture, Climate, and Leadership	355
	Building a Service-Oriented Culture	355
	A Climate for Service	356
	Qualities of Effective Leaders in Service Organizations	356
	Leadership Styles, Focus on the Basics, and Role Modeling	357
	Focusing the Entire Organization on the Front Line	357

Part IV: Developing Customer Relationships

371

12. Managing Relationships and Building Loyalty

372

The Search for Customer Loyalty

375

Why Is Customer Loyalty So Important to a Firm's Profitability?

375

Assessing the Value of a Loyal Customer

377

Worksheet for Calculating Customer Lifetime Value

377

The Gap between Actual and Potential Customer Value

378

Why Are Customers Loyal?

378

The Wheel of Loyalty

378

Building a Foundation for Loyalty

380

Target the Right Customers

380

Search for Value, Not Just Volume

381

Manage the Customer Base through Effective Tiering of Services

383

Customer Satisfaction and Service Quality Are Prerequisites for Loyalty

386

Strategies for Developing Loyalty Bonds with Customers

387

Deepen the Relationship

387

Encourage Loyalty through Financial and Non-financial Rewards

387

Build Higher-Level Bonds

391

Strategies for Reducing Customer Defections

392

Analyze Customer Defections and Monitor Declining Accounts

392

Address Key Churn Drivers

393

Implement Effective Complaint Handling and Service Recovery Procedures

394

Increase Switching Costs

394

Enablers of Customer Loyalty Strategies

394

Customer Loyalty in a Transactional Marketing Context

394

Relationship Marketing

395

Creating 'Membership-type' Relationships as Enablers for Loyalty Strategies

395

Customer Relationship Management

397

Common Objectives of CRM Systems

397

What Does a Comprehensive CRM Strategy Include?

398

Common Failures in CRM Implementation

400

How to Get CRM Implementation Right

400

13. Complaint Handling and Service Recovery

412

Customer Complaining Behavior

415

Customer Response Options to Service Failure

415

Understanding Customer Complaining Behavior

416

What Do Customers Expect Once They Have Made a Complaint?

417

Customer Responses to Effective Service Recovery

418

Impact of Effective Service Recovery on Customer Loyalty

419

The Service Recovery Paradox

419

Principles of Effective Service Recovery Systems

420

Make It Easy for Customers to Give Feedback

420

Enable Effective Service Recovery	421
How Generous Should Compensation Be?	424
Dealing with Complaining Customers	424
Service Guarantees	426
The Power of Service Guarantees	426
How to Design Service Guarantees	427
Is Full Satisfaction the Best You Can Guarantee?	427
Is It Always Beneficial to Introduce a Service Guarantee?	428
Discouraging Abuse and Opportunistic Customer Behavior	429
Seven Types of Jaycustomers	430
Dealing with Customer Fraud	432

Part V: Striving for Service Excellence **445**

14. Improving Service Quality and Productivity	446
Integrating Service Quality and Productivity Strategies	449
Service Quality, Productivity, and Profitability	449
What Is Service Quality?	450
Identifying and Correcting Service Quality Problems	450
The Gaps Model in Service Design and Delivery	451
Key Ways to Close the Gaps in Service Quality	454
Measuring Service Quality	454
Soft and Hard Service Quality Measures	454
Learning From Customer Feedback	455
Key Objectives of Effective Customer Feedback Systems	455
Use a Mix of Customer Feedback Collection Tools	456
Analysis, Reporting, and Dissemination of Customer Feedback	462
Hard Measures of Service Quality	463
Tools to Analyze and Address Service Quality Problems	466
Root Cause Analysis: The Fishbone Diagram	466
Pareto Analysis	467
Blueprinting—A Powerful Tool for Identifying Fail Points	467
Return on Quality	469
Assess Costs and Benefits of Quality Initiatives	469
Determine the Optimal Level of Reliability	471
Defining and Measuring Productivity	471
Defining Productivity in a Service Context	472
Measuring Productivity	472
Service Productivity, Efficiency, and Effectiveness	473
Improving Service Productivity	473
Generic Productivity Improvement Strategies	473
Customer-Driven Approaches to Improve Productivity	474
How Productivity Improvements Impact Quality and Value	475

Integration and Systematic Approaches to Improving Service Quality and Productivity	478
Systematic Approaches to Improving Service Quality and Productivity	479
Which Approach Should a Firm Adopt?	481

15. Building a World-Class Service Organization	490
Introduction	491
Creating a World-Class Service Organization	491
From Losers to Leaders: Four Levels of Service Performance	491
Moving to a Higher Level of Performance	495
Customer Satisfaction and Corporate Performance	495
Conclusion and Wrap-Up	497

Part VI: Cases **502**

Case 1	Sullivan Ford Auto World	504
Case 2	Dr. Beckett's Dental Office	510
Case 3	Uber: Competing as Market Leader in the United States versus Being a Distant Second in China	514
Case 4	Banyan Tree: Branding the Intangible	521
Case 5	Kiwi Experience	530
Case 6	The Accra Beach Hotel: Block Booking of Capacity during a Peak Period	538
Case 7	Revenue Management of Gondolas: Maintaining the Balance between Tradition and Revenue	543
Case 8	Aussie Pooch Mobile	546
Case 9	Shouldice Hospital Limited (Abridged)	556
Case 10	Red Lobster	566
Case 11	Singapore Airlines: Managing Human Resources for Cost-Effective Service Excellence	568
Case 12	Dr. Mahalee Goes to London: Global Client Management	577
Case 13	The Royal Dining Membership Program Dilemma	579
Case 14	Customer Asset Management at DHL in Asia	586
Case 15	Starbucks: Delivering Customer Service	590
Case 16	LUX*: Staging a Service Revolution in a Resort Chain	605
Case 17	KidZania: Shaping a Strategic Service Vision for the Future	620

The following cases are available for free download and class distribution on the Instructor's Resource Website for courses that adopt *Essentials of Services Marketing*.

- Case 18 Susan Munro, Service Consumer
- Case 19 Bouleau & Huntley
- Case 20 Hotel Imperial
- Case 21 Jollibee Foods Corporation
- Case 22 TLContact: Care Pages Service (A + B)
- Case 23 Giordano: Positioning for International Expansion
- Case 24 Revenue Management at Prego Italian Restaurant
- Case 25 Managing Word-of-Mouth: Referral Incentive Program
that Backfired
- Case 26 Menton Bank
- Case 27 Massachusetts Audubon Society
- Case 28 Bossard Asia Pacific: Can It Make Its CRM Strategy Work?
- Case 29 The Broadstripe Service Guarantee
- Case 30 NLB

Glossary	641
Credits	651
Name Index	655
Subject Index	663