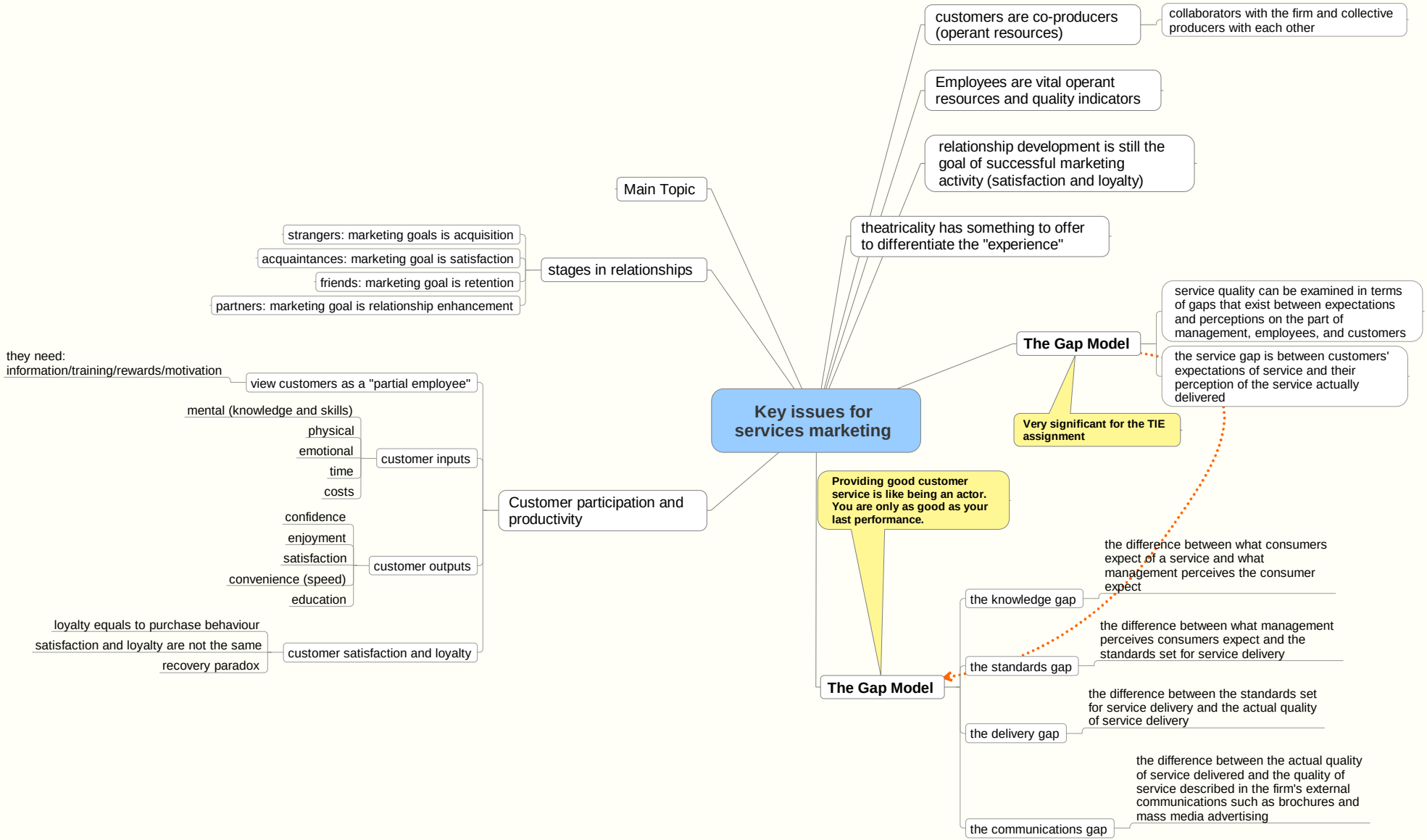
Key issues for services marketing
Main Topic
stages in relationships
strangers: marketing goals is acquisition
acquaintances: marketing goal is satisfaction
friends: marketing goal is retention
partners: marketing goal is relationship enhancement
Customer participation and productivity
view customers as a "partial employee"
they need: information/training/rewards/motivation
customer inputs
mental (knowledge and skills)
physical
emotional
time
costs
customer outputs
confidence
enjoyment
satisfaction
convenience (speed)
education
customer satisfaction and loyalty
loyalty equals to purchase behaviour
satisfaction and loyalty are not the same
recovery paradox
theatricality has something to offer to differentiate the "experience"
customers are co-producers (operant resources)
collaborators with the firm and collective producers with each other
Employees are vital operant resources and quality indicators
relationship development is still the goal of successful marketing activity (satisfaction and loyalty)
The Gap Model
service quality can be examined in terms of gaps that exist between expectations and perceptions on the part of management, employees, and customers
the service gap is between customers' expectations of service and their perception of the service actually delivered
Very significant for the TIE assignment
Providing good customer service is like being an actor. You are only as good as your last performance.
The Gap Model
the knowledge gap
the difference between what consumers expect of a service and what management perceives the consumer expect
the standards gap
the difference between what management perceives consumers expect and the standards set for service delivery
the delivery gap
the difference between the standards set for service delivery and the actual quality of service delivery
the communications gap
the difference between the actual quality of service delivered and the quality of service described in the firm's external communications such as brochures and mass media advertising