

CONSUMER BEHAVIOR IN SERVICE ENCOUNTERS: IV

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Service Marketing system for High and low contact services

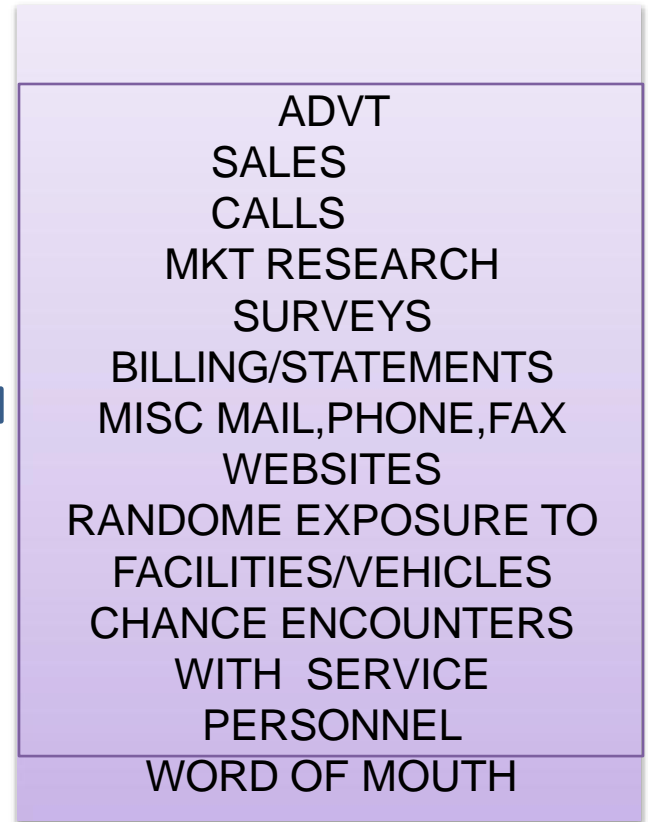
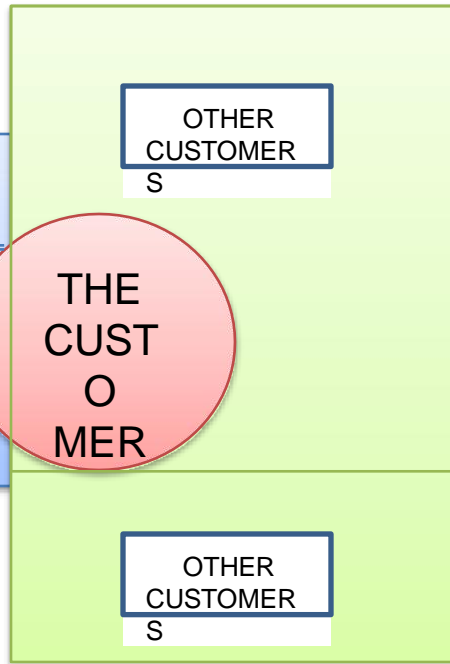
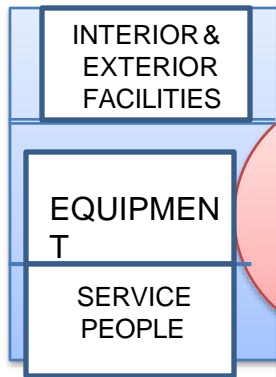
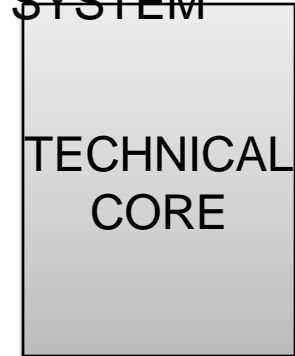
- The visible part of service operations ,service delivery and other contact points – service marketing system
- Represents all diff ways customer may learn and encounter about the organization in questions
- Service is experiential, each of these many elements offers clues about the nature and quality of service product
- Inconsistency amongst the various elements – weakens the credibility in the customers eyes

Service Marketing system for High contact services

SERVICE DELIVERY SYSTEM POINTS

OTHER CONTACT

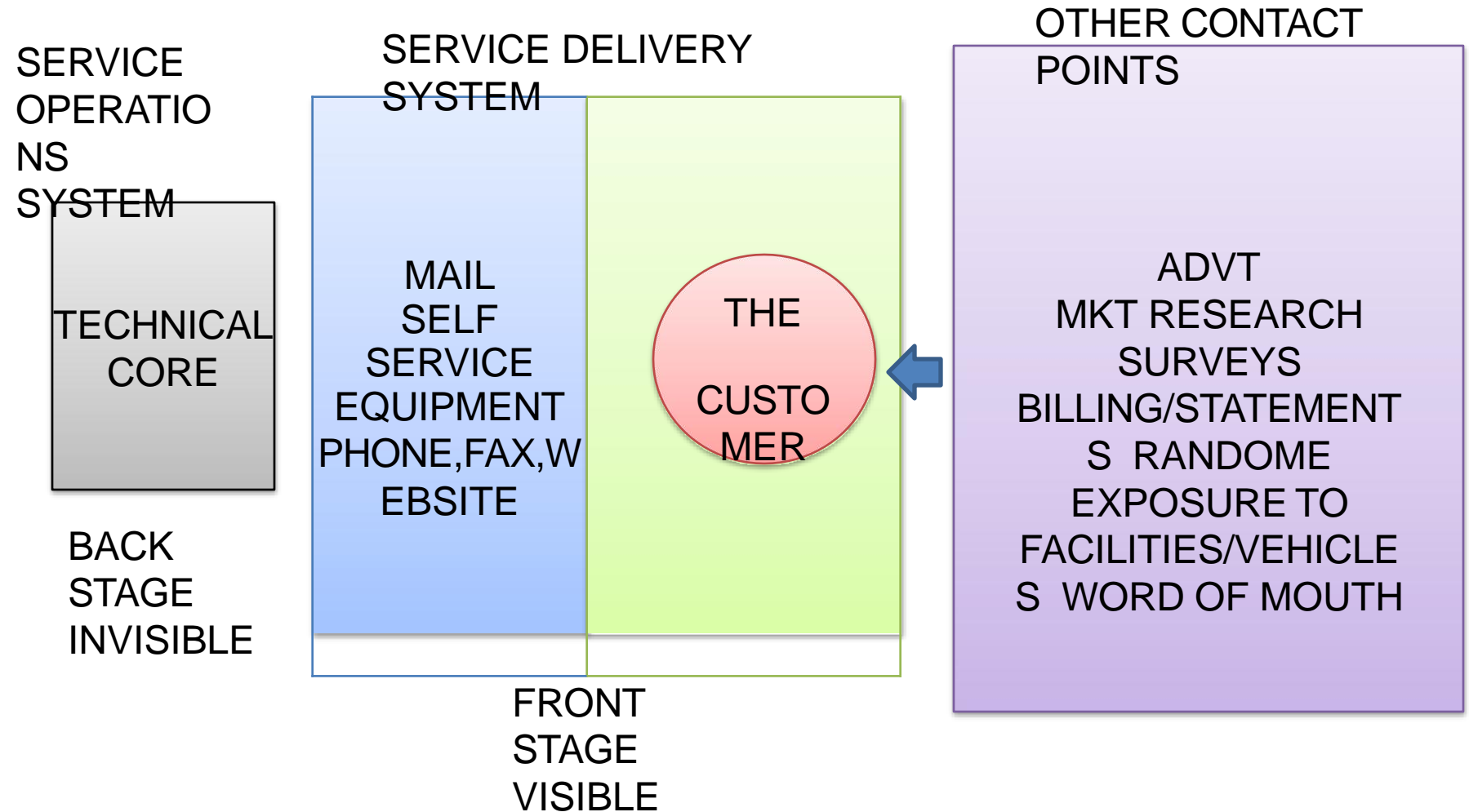
SERVICE OPERATIONS SYSTEM



BACK STAGE INVISIBLE

FRONT STAGE VISIBLE

Service Marketing system for LOW contact services



Role and script theories

- Servuction model- static and describes a single service encounter or moment of truth
- Service processes – series of encounters Eg flight booking, travel, arrival, retrieving luggage etc
- Knowledge of role and script theories- helps us to understand, design, manage both customer and employee behaviour in these encounters

Roles

- A set of behavior patterns learned through experience and communication, to be performed by an individual in a certain social interaction in order to attain maximum effectiveness in goal accomplishment
- As combination of social cues or expectations that guide behavior in specific setting or context
- In service encounters both employees and customers have roles to play
- The satisfaction or productivity depends on extent to which each person acts out his/her prescribed role during a service encounter
- Employees must perform their roles wrt customer expectations or else dissatisfy/lose customers
- Customers must also play by rules or risk problems to firm/employees and other customers

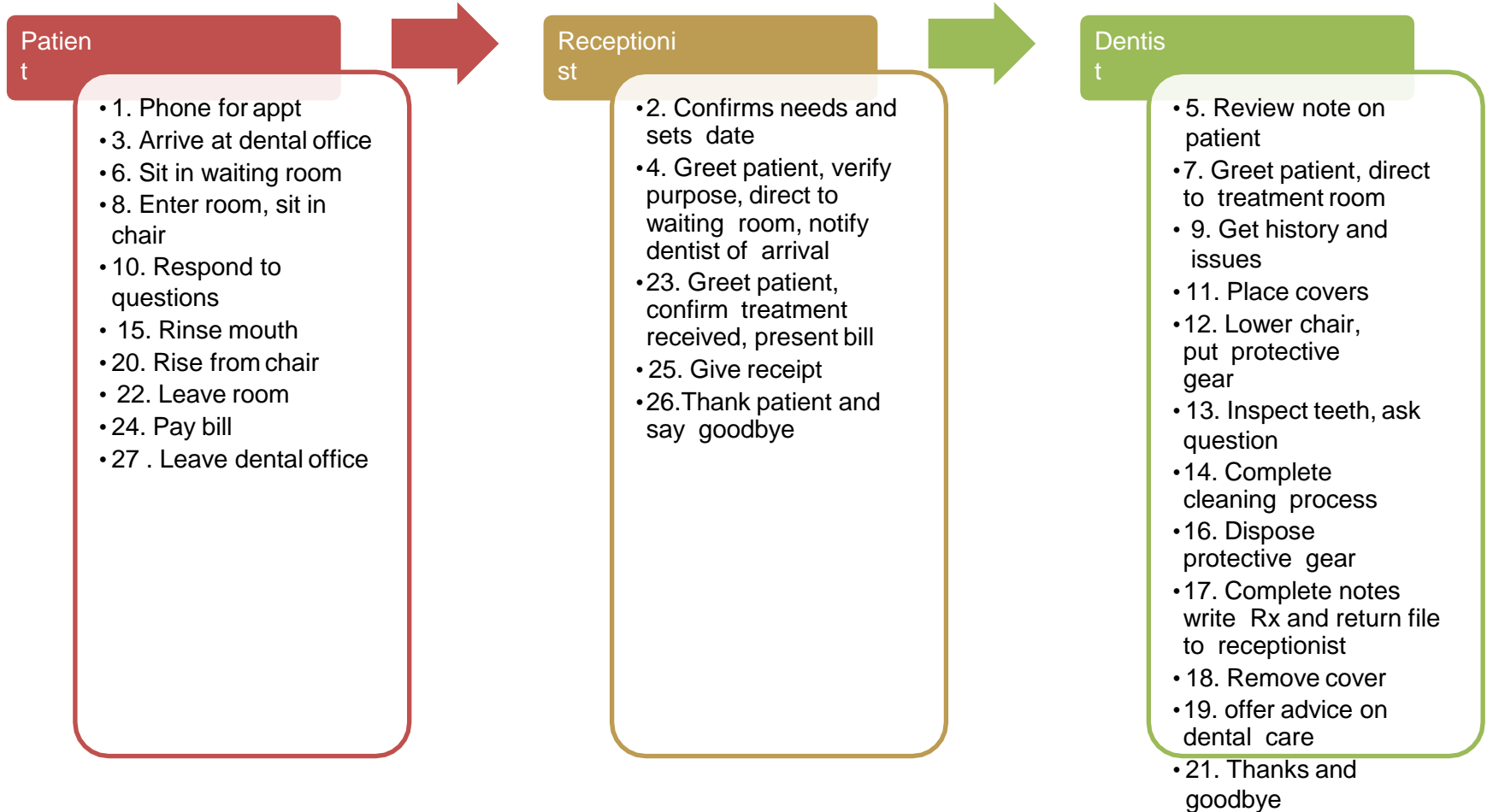
Scripts

- Specifies the sequences of behaviour that employees and customers are expected to learn and follow during service delivery
- Employees receive formal training
- Customers learn scripts through experience, education and communication. More experience- more familiarity with the script
- Unwillingness to learn a new script may be a barrier to switch to competition
- Any deviation- employee and customer dissatisfaction
- If co decides to change service script (technology), customers and employees should be educated about the new approach and benefits it provides

Scripts

- Some scripts are highly structured and allow employees to move through their scripts quickly and efficiently Eg flight attendants- helps to overcome two challenges- variability reduction and ensuring uniform quality. But frequent repetition – leads to mindless service delivery without bothering about the customer needs
- Scripts tend to be more flexible for providers of highly customized services- designers, educators, stylists etc . Some customers if they are new to service they may be fearful of behaving incorrectly- org need to educate them about their service delivery

Script for a dental exam



Service scripts for..

- Visit to a salon for a haircut
- Lecture delivery
- Flight travel
- Restaurant meal

Customer participation in service delivery

- More work customer does as a co producer in service delivery-greater info he requires to perform the task correctly
- Advt for new services, brochures, websites all provide info. Eg phone besides an ATM
- Customers look towards employees and other assistants for help and are frustrated if they cant find it
- Some service providers give a realistic service preview- video experience

The post encounter stage

- Customers have certain service standards in mind before consumption (their expectations), observe service performance, compare it to stds, and then form satisfaction judgments based on this comparison
- Negative disconfirmation- if service is worse than expected, positive disconfirmation- if it is better than expected and simple confirmation if it is as expected
- If substantial positive disconfirmation, plus an element of pleasure and surprise- customer is likely to be delighted

Feedback during service delivery

- Service personnel can be trained to be more observant so that they can identify customers who appear having difficulties ,look frustrated or ill at ease if they need assistance .
- If experience shows that customers are perpetually discomfited by a particular aspect of service encounter- indicates a need for redesign and improvement