

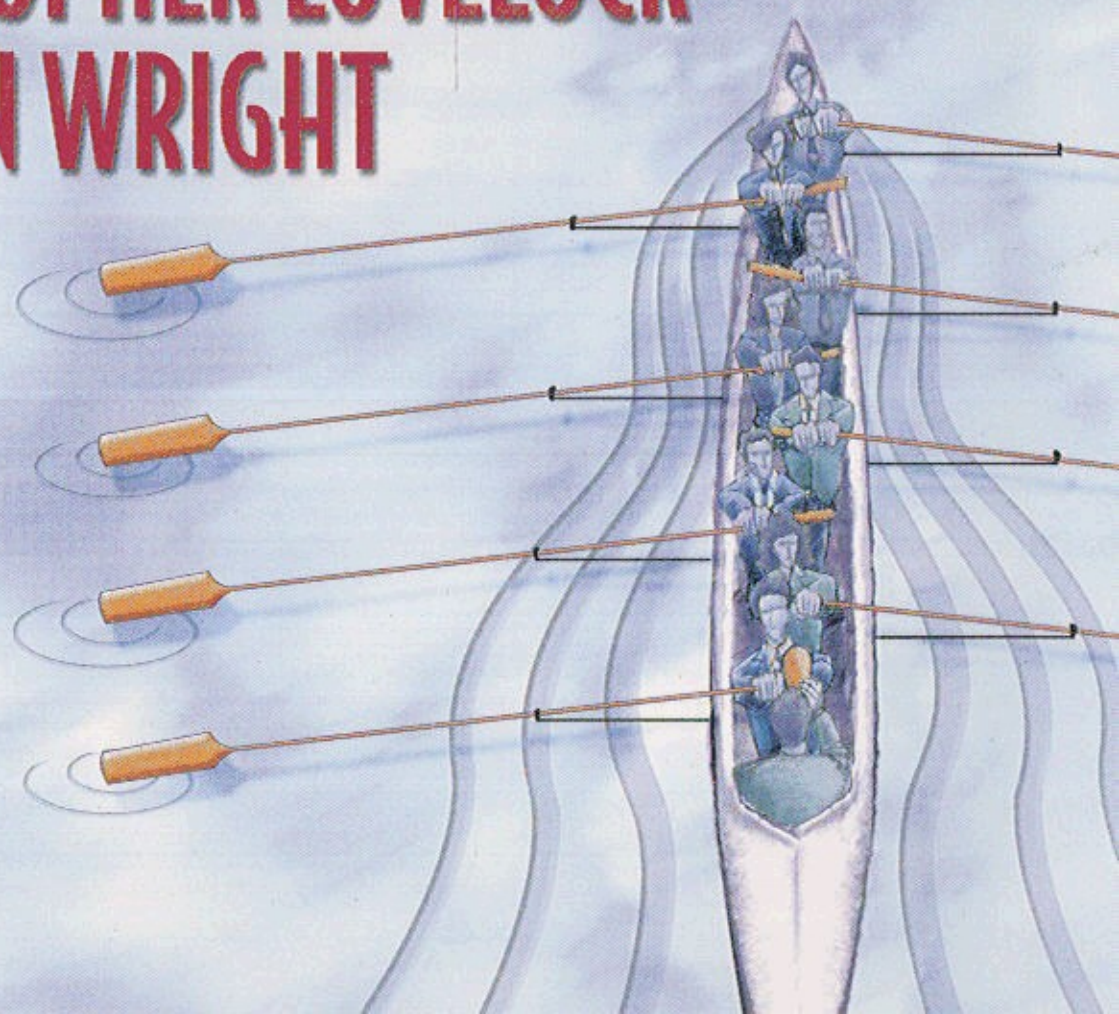
INTERNATIONAL EDITION

Principles of

Second Edition

SERVICE MARKETING AND MANAGEMENT

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Contents

	<i>Preface</i>	<i>xvi</i>
	<i>Acknowledgments</i>	<i>xviii</i>

part one	<i>Understanding Services</i>	2
-----------------	--------------------------------------	----------

chapter one	<i>Why Study Services?</i>	4
--------------------	-----------------------------------	----------

	<i>Learning from Service Leaders</i>	4
--	--------------------------------------	---

	SERVICES IN THE MODERN ECONOMY	6
--	--------------------------------	---

	What Is a Service?	6
--	--------------------	---

	Understanding the Service Sector	7
--	----------------------------------	---

	MARKETING SERVICES VERSUS PHYSICAL GOODS	9
--	--	---

	Basic Differences Between Goods and Services	9
--	--	---

	AN INTEGRATED APPROACH TO SERVICE MANAGEMENT	13
--	--	----

	The Eight Components of Integrated Service Management	13
--	---	----

	Linking Service Marketing, Operations, and Human Resources	15
--	--	----

	THE EVOLVING ENVIRONMENT OF SERVICES	15
--	--------------------------------------	----

	Government Policies	16
--	---------------------	----

	Social Changes	18
--	----------------	----

	Business Trends	18
--	-----------------	----

	Advances in Information Technology	20
--	------------------------------------	----

	Internationalization and Globalization	21
--	--	----

	Managing in a Continually Changing Environment	22
--	--	----

	A STRUCTURE FOR MAKING SERVICE MANAGEMENT DECISIONS	22
--	---	----

	Conclusion	24
--	------------	----

	Study Questions and Exercises	24
--	-------------------------------	----

	Endnotes	24
--	----------	----

chapter two	<i>Understanding Service Processes</i>	26
--------------------	---	-----------

	<i>Susan Munro, Service Consumer</i>	26
--	--------------------------------------	----

	HOW DO SERVICES DIFFER FROM ONE ANOTHER?	28
--	--	----

	The Value of Classification Schemes	28
--	-------------------------------------	----

	Core Products versus Supplementary Services	29
--	---	----

	How Might Services Be Classified?	30
--	-----------------------------------	----

SERVICE AS A PROCESS	32	
Categorizing Service Processes	34	
People Processing	35	
Possession Processing	35	
Mental Stimulus Processing	36	
Information Processing	37	
DIFFERENT PROCESSES POSE DISTINCTIVE MANAGEMENT CHALLENGES	38	
Balancing Productivity and Quality Concerns	38	
How Customer Involvement Affects Design of the Service Factory	38	
Evaluating Alternative Channels for Service Delivery	39	
Entrepreneur Sells Mobile Oil Changes	40	
Balancing Demand and Capacity	41	
Applying Technology to Service Processes	42	
Managing People as Part of the Service Product	45	
Conclusion	45	
Study Questions and Exercises	46	
Endnotes	46	
part two	<i>The Service Customer</i>	48
chapter three	<i>Managing Service Encounters</i>	50
	<i>Banking Moves from High Touch to High Tech</i>	50
WHERE DOES THE CUSTOMER FIT IN THE SERVICE OPERATION?	52	
Contact with the Service Organization	52	
Service Encounters: Differing Levels of Customer Contact	53	
MANAGING SERVICE ENCOUNTERS	55	
Critical Incidents in Service Encounters	55	
Critical Incidents in High-Contact Services	56	
Critical Incidents in Low-Contact Services	58	
SERVICE AS A SYSTEM	60	
Service Operations System	61	
Service Delivery System	62	
What Options Do You Use for Delivery of Bank Services?	63	
The Dramaturgy of Service Delivery	64	
Role and Script Theories	65	
Service Marketing System	67	
Physical Evidence	68	
THE CUSTOMER AS COPRODUCER	69	
Service Firms as Teachers	69	
Customers as Partial Employees	70	
Conclusion	71	
Study Questions and Exercises	71	
Endnotes	72	
chapter four	<i>Customer Behavior in Service Environments</i>	74
	<i>Understanding Technology Users—from Mouse Potatoes to Media Junkies</i>	74
FOCUSING ON THE RIGHT CUSTOMERS	76	
Attracting Older Passengers at Southwest Airlines	77	

UNDERSTANDING CUSTOMER NEEDS AND EXPECTATIONS	78
Review of Principles of Market Segmentation	78
Types of Needs	79
Expectations and How They Are Formed	80
Club Med Responds to Changing Customer Needs	80
The Components of Customer Expectations	81
HOW CUSTOMERS EVALUATE SERVICE PERFORMANCES	83
A Continuum of Product Attributes	83
Strategic Responses to Difficulties in Evaluating Services	84
Progressive Insurance Delights Its Customers	86
How Perceived Quality Relates to Satisfaction	87
THE PURCHASE PROCESS FOR SERVICES	88
Prepurchase Stage	88
Service Encounter Stage	90
Postpurchase Stage	90
MAPPING THE CUSTOMER'S SERVICE EXPERIENCE	91
Developing a Flowchart	92
The Value of Flowcharting	93
Conclusion	94
Study Questions and Exercises	94
Endnotes	94
chapter five	
<i>Relationship Marketing and Customer Loyalty</i>	96
<i>Creating a Formula for Success in Ski Resorts</i>	96
TARGETING THE RIGHT CUSTOMERS	98
FROM TRANSACTIONS TO RELATIONSHIPS	99
The Nature of Service Relationships	99
Relationship Marketing	102
Micro-Segmentation at the Royal Bank of Canada	102
CREATING AND MAINTAINING VALUED RELATIONSHIPS	103
How Customers See Relational Benefits	103
The Loyalty Effect	104
Realizing the Full Profit Potential of a Customer Relationship	105
Loyalty Reward Programs	107
Reinforcing Loyalty by Rewarding Frequent Flyers	108
Ending Unprofitable Relationships	110
THE PROBLEM OF CUSTOMER MISBEHAVIOR	110
Addressing the Challenge of Jaycustomers	111
Six Types of Jaycustomers	111
Air Rage: Unruly Passengers a Growing Problem	113
Conclusion	115
Study Questions and Exercises	116
Endnotes	116
chapter six	
<i>Complaint Handling and Service Recovery</i>	118
<i>Why Did the Hotel Guest Pass Up a Free Breakfast?</i>	118
CONSUMER COMPLAINING BEHAVIOR	120
Customer Response to Service Failures	120

The TARP Study of Consumer Complaint Handling	122	
Variations in Dissatisfaction by Industry	123	
Factors Influencing Complaining Behavior	125	
Complaints as Market Research Data	125	
Making It Easier for Customers to Complain	126	
IMPACT OF SERVICE RECOVERY EFFORTS ON CUSTOMER LOYALTY	127	
Service Recovery Following Customer Complaints	128	
Principles of Effective Problem Resolution	128	
Guidelines for Effective Problem Resolution	128	
SERVICE GUARANTEES	130	
Four Service Guarantees	130	
Building Strategy Around a Hotel Service Guarantee	131	
How Unconditional Is Your Guarantee?	132	
Tracking Down Guests Who Cheat	134	
Developing Viable Guarantees	135	
Conclusion	136	
Study Questions and Exercises	136	
Endnotes	136	
part three	<i>Service Marketing Strategy</i>	138
chapter seven	<i>The Service Product</i>	140
	<i>The Moose Is Loose at Germany's Most Popular Radio Station</i>	140
THE SERVICE OFFERING	142	
The Augmented Product	142	
IDENTIFYING AND CLASSIFYING SUPPLEMENTARY SERVICES	143	
Information	144	
Order Taking	145	
Billing	145	
Payment	147	
Consultation	148	
Hospitality	148	
Safekeeping	149	
Exceptions	150	
Managerial Implications of the Flower of Service	151	
Cosmetic Surgeons' Offices Disappoint Patients	152	
SERVICE DESIGN	153	
Developing a Service Blueprint	154	
Act I: Starting the Service Experience	155	
Act II: Delivery of the Core Product	160	
Act III: Concluding the Service Performance	160	
In and Out Food Service	161	
REENGINEERING SERVICE PROCESSES	162	
Understanding Employee Roles	162	
Conclusion	163	
Study Questions and Exercises	164	
Endnotes	164	

chapter eight	Pricing Strategies for Services	166
	<i>"Name Your Own Price" with Priceline.com</i>	166
	Understanding Costs, Contribution, and Break-Even Analysis	166
	PAYING FOR SERVICE: THE CUSTOMER'S PERSPECTIVE	168
	What Makes Service Pricing Different?	168
	Ethical Concerns	171
	Identifying User Outlays	172
	Charges, Fees, and Terms for a Platinum Visa Card	172
	Understanding Net Value	174
	Increasing New Value by Reducing Nonfinancial Outlays	174
	FOUNDATIONS OF PRICING STRATEGY	175
	Cost-Based Pricing	176
	Competition-Based Pricing	177
	Value-Based Pricing	177
	Southwest Airlines: Low-Price Leader with a Low-Cost Culture	178
	PRICING AND DEMAND	179
	Price Elasticity	179
	Yield Management	179
	Customer-Led Pricing: Auctions and Bids	180
	PUTTING PRICING STRATEGIES INTO PRACTICE	182
	How Much to Charge?	182
	What Should Be the Basis for Pricing?	184
	Consumers Protest ATM Surcharges	184
	Who Should Collect Payment	185
	Where Should Payment Be Made?	185
	When Should Payment Be Made?	186
	How Should Payment Be Made?	186
	Communicating Prices to the Target Markets	187
	Conclusion	188
	Study Questions and Exercises	188
	Endnotes	189
chapter nine	Promotion and Education	190
	<i>Enterprise Rent-a-Car Courts Insurance Companies as Well as Consumers</i>	190
	THE ROLE OF MARKETING COMMUNICATION	192
	Communicating with Customers	192
	Internal Communications	193
	COMMUNICATION STRATEGIES FOR SERVICES	193
	Intangible Nature of Service Performances	193
	Customer Involvement in Production	195
	Evaluating Service Offerings	196
	Supply-and-Demand Management	197
	Importance of Contact Personnel	197
	Reduced Role for Intermediaries	198
	Setting Communication Objectives	198
	THE MARKETING COMMUNICATIONS MIX	199
	Personal Communications	200
	Advertising	201

	Sales Promotion	202
	Publicity and Public Relations	203
	Instructional Materials	204
	Corporate Design and Physical Evidence	204
	Ethical Issues in Communication	206
	Can You Recognize a Service Company from These Clues?	206
	MARKETING COMMUNICATIONS AND THE INTERNET	207
	Internet Applications	207
	Permission Marketing at H&R Block	208
	Web Site Design Considerations	209
	Internet Advertising	210
	Conclusion	210
	Answers to Symbol Quiz on Page 206	211
	Study Questions and Exercises	211
	Endnotes	212
chapter ten	<i>Service Positioning and Design</i>	214
	<i>Desperately Seeking Service Strategies</i>	214
	THE NEED FOR FOCUS	216
	Four Focus Strategies	216
	CREATING A DISTINCTIVE SERVICE STRATEGY	217
	Creating a Sustainable Competitive Advantage	218
	Transporting Business Travelers into the Twenty-First Century	218
	SERVICE POSITIONING	219
	Positioning and Marketing Strategy	219
	Service Repositioning	221
	PERCEPTUAL MAPS AS POSITIONING TOOLS	221
	Repositioning a Consulting Firm	221
	Using Perceptual Maps to Evaluate Positioning Strategies	222
	CREATING AND PROMOTING COMPETITIVE ADVANTAGE	227
	The Power of Service Brands	228
	The “Branded Customer Experience”	229
	Changing Brand Perceptions	230
	NEW SERVICE DEVELOPMENT	230
	A Hierarchy of Service Innovation	231
	Creating a New Service to Fill an Empty Market Position	233
	Conclusion	235
	Study Questions and Exercises	236
	Endnotes	236
part four	<i>Service Delivery Issues</i>	238
chapter eleven	<i>Creating Delivery Systems in Place, Cyberspace, and Time</i>	240
	<i>Kinko’s: From Local Copyshop to Global Business Service Provider</i>	240
	EVALUATING ALTERNATIVE DELIVERY CHANNELS	242
	Physical versus Electronic Delivery	242
	Designing the Service Delivery Process	243

OPTIONS FOR SERVICE DELIVERY	244
Customers Visit the Service Site	245
Providers Come to the Customer	245
Aggreko: A Different Kind of Rental Company	246
Arm's Length Transactions	247
PHYSICAL EVIDENCE AND THE SERVICESCAPE	247
Servicescape Design	249
Let's Go Shopping (Maybe at Your Store)	250
PLACE, CYBERSPACE, AND TIME DECISIONS	251
Locational Issues in Service Delivery	252
Electronic Kiosks Deliver Both Commercial and Government Services	253
Delivering Services in Cyberspace	254
Service Schedules	254
Factors That Encourage Extended Operating Hours	255
Responding to Customers' Need for Convenience	256
Moving to 24/7 Service	257
Servicing Manufactured Products	257
THE ROLE OF INTERMEDIARIES	258
Delegating Specific Service Elements	258
Franchising	259
Licensing and Distribution Agreements	259
Conclusion	259
Study Questions and Exercises	260
Endnotes	260
chapter twelve	
<i>Creating Value Through Productivity and Quality</i>	262
<i>Cisco Systems Lead the Way in e-Productivity</i>	262
MINDING THE SERVICE Ps AND Qs	264
Creating Value for Customers	264
Marketing and Quality	264
Marketing and Productivity	265
UNDERSTANDING SERVICE QUALITY	265
Dimensions of Service Quality	266
Service Quality Goes Online	267
Quality Gaps	268
Learning from Service Failures	269
CUSTOMER SATISFACTION	272
Satisfaction, Delight, and Loyalty	272
Using Customer Satisfaction Information	274
Benefits of Customer Satisfaction Management	274
Return on Quality	275
Building a Quality Information System	275
Toys "R" Us Finds Out Why Customers Aren't Playing There Any More	276
The SERVQUAL Scale	277
PRODUCTIVITY ISSUES FOR SERVICE FIRMS	279
Measuring Service Productivity	279
Efficiency and Effectiveness in Service Productivity	280
Productivity and Customer Satisfaction	280

	Customer-Driven Approaches to Improving Productivity	282
	Conclusion	283
	Study Questions and Exercises	284
	Endnotes	284
chapter thirteen	<i>Balancing Demand and Capacity</i>	286
	<i>Cape Cod: A Seasonal Tourist Destination</i>	286
	THE UPS AND DOWNS OF DEMAND	288
	From Excess Demand to Excess Capacity	288
	MEASURING AND MANAGING CAPACITY	289
	Defining Productive Capacity	289
	Stretching and Shrinking the Level of Capacity	290
	Chasing Demand	291
	Creating Flexible Capacity	291
	UNDERSTANDING THE PATTERNS AND DETERMINANTS OF DEMAND	292
	Questions About the Patterns of Demand and Their Underlying Causes	293
	Analyzing Demand by Market Segment	294
	Discouraging Demand for Nonemergency Calls	294
	Multiple Influences on Demand	295
	STRATEGIES FOR MANAGING DEMAND	296
	Managing Demand Under Different Conditions	296
	Using Marketing Strategies to Shape Demand Patterns	296
	Summer on the Ski Slopes	299
	Conclusion	300
	Study Questions and Exercises	301
	Endnotes	301
chapter fourteen	<i>Managing Customer Waiting Lines and Reservations</i>	302
	<i>Cutting the Wait for Customers in Retail Banking</i>	302
	WAITING TO GET PROCESSED	304
	The Nature of Queues	304
	MINIMIZING THE PERCEIVED LENGTH OF THE WAIT	308
	The Psychology of Waiting Time	308
	Giving Customers Information on Waits	311
	CALCULATING WAIT TIMES	311
	Analyzing Simple Queuing Systems	312
	Using Formulas to Calculate Statistics for Simple Queues	312
	Information Needs	313
	RESERVATIONS	314
	Using Reservations Systems to Manage Yield	314
	Segmenting Capacity for Reservations Purposes	316
	Pricing Seats on Flight 2015	316
	Conclusion	317
	Study Questions and Exercises	318
	Endnotes	319
	Appendix: Poisson Distribution Table	319

part five	<i>Integrating Marketing, Operations, and Human Resources</i>	320
chapter fifteen	<i>Employee Roles in Service Organizations</i>	322
	<i>USAA Treats Its Employees Right</i>	322
	HUMAN RESOURCES: AN ASSET WORTH MANAGING	324
	HUMAN RESOURCE ISSUES IN HIGH-CONTACT ENVIRONMENTS	324
	Emotional Labor	326
	JOB DESIGN AND RECRUITMENT	327
	Recruiting the Right People for the Job	327
	Technology and the Workplace	328
	Leveraging Employee Skills Through Training and Technology	329
	Recruiting Employees Who Work by Phone at BT	329
	Technology Solves a Skills Shortage	330
	EMPOWERMENT OF EMPLOYEES	331
	Is Empowerment Always Appropriate?	331
	Control versus Involvement	332
	SERVICE JOBS AS RELATIONSHIPS	333
	Employee Retention and Customer Retention	334
	Loyal Agents Equal Loyal Customers at State Farm	334
	Cycles of Failure, Mediocrity, and Success	335
	The Role of Unions	339
	HUMAN RESOURCES MANAGEMENT IN A MULTICULTURAL CONTEXT	340
	Euro Disney and the Challenges of Multiculturalism	340
	Conclusion	342
	Study Questions and Exercises	342
	Endnotes	342
chapter sixteen	<i>The Impact of Technology on Services</i>	344
	<i>eBay: A Virtual Community Where Almost Anything Can Be Auctioned</i>	344
	TECHNOLOGY IN SERVICE ENVIRONMENTS	346
	Different Types of Technology	346
	Creating New Ways of Working	347
	Technology and Innovation	348
	What Caused the Dot-Com Meltdown?	349
	IT AND THE AUGMENTED SERVICE PRODUCT	350
	Information and Consultation	350
	Order Taking	351
	Hospitality, Safekeeping, and Exceptions	353
	Billing and Payment	353
	THE DIGITAL REVOLUTION	354
	The Power of Networks	354
	E-Commerce: New Paradigms in Communication and Distribution	355
	Webvan: Groceries from Cyberspace to Your Home or Office	356
	The Internet, Intranets, and Extranets	357
	SERVICE STRATEGY AND THE INTERNET	358
	Adaptive and Transformative Approaches to Strategy	358

	Technology and the Evolution of Charles Schwab	359
	Customer Interactions with Web Sites	360
	Internet Revenue Models	361
	Competing on the Web	362
	GUIDELINES FOR EFFECTIVE USE OF TECHNOLOGY	363
	Lands' End Takes Its Business Online	364
	Conclusion	365
	Study Questions and Exercises	366
	Endnotes	366
chapter seventeen	<i>Organizing for Service Leadership</i>	368
	<i>Southwest Airlines: A Service Leader with a Common Touch</i>	368
	THE SEARCH FOR SYNERGY IN SERVICE MANAGEMENT	370
	Integrating Marketing, Operations, and Human Resources	370
	The Marketing Function	372
	The Operations Function	374
	The Human Resources Function	374
	Reducing Interfunctional Conflict	375
	CREATING A LEADING SERVICE ORGANIZATION	376
	From Losers to Leaders: Four Levels of Service Performance	377
	Moving to a Higher Level of Performance	380
	IN SEARCH OF LEADERSHIP	380
	Leading a Service Organization	381
	Building Marketing Competence in a Ferry Company	382
	Leadership Qualities	384
	Leadership in Different Contexts	385
	How eBay's CEO Sees the Role of a Leader	386
	Ken Chenault Takes the Helm at American Express	387
	Evaluating Leadership Potential	388
	The Impact of Leadership Styles on Climate	388
	Leadership, Culture, and Climate	389
	Conclusion	390
	Study Questions and Exercises	390
	Endnotes	390
	Cases	392
	Arrow Management	392
	Four Customers in Search of Solutions	394
	Dr. Beckett's Dental Office	395
	Mr. Mahaleel Goes to London	399
	Vick's Pizza Corporation	400
	Hampton Inn: The 100% Satisfaction Guarantee	403
	Red Lobster	406
	Menton Bank	408
	Museum of Fine Arts, Boston	413
	Glossary	423
	Credits	429
	Index	431