for service delivery, we should
understand the nature of the process

series of actions (multiple steps) that often
need to take place in a defined sequence

process involves taking inputs
and transform it to output.. so
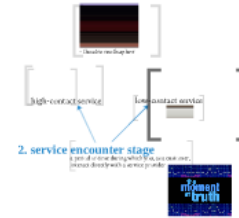what is being processed?

people
(physical objects)
thing

	people	possessions
tangible actions	**services directed at poeple's bodies**	**services directed at physical possessions**
intangible actions	**services directed at people's mind**	**services directed at intangible assets**

information-based services

Customer behavior

customer decision making
to develop effective marketing strategy, we must undestand
how poeple make decissions about buying and using a
service, what the experience of service delivery and
consumption is like for customers, and how they evaluate
that experience...

Claudio von Burg brrt

high-contact service   low-contact service

1. prepurchase stage
- customer seek solutions to aroused
- evaluating before purchase
  we can offer search, experience
  and credence attributes
- perceived risk
  how customers handle it?
  how providers reduce it?
- customer's expectations
- purchase decision

2. service encounter stage
a period of time during which you, as a consumer,
interact directly with a service provider

moment of truth

3. post-encounter stage
"satisfaction" correlates with
"quality", price, personal factors, etc.

- once customer's have been delighted,
their expectations are raised

- don't let customers feel disatisfied

Customer behavior

for service delivery, we should understand the nature of the process

compare to goods - in marketing, the way of goods creation is not that important

seri
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process

compare to goods - in marketing, the way of goods creation is not that important

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way of goods
that important

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think about the procedure you follow when you
go to hairdresser...

...or when you are
taking a flight abroad

proce
and t
what

think about the procedure you follow when you go to hairdresser...

nat often

"I tell you Shaz, I drank so much last night, my hands are still shaking!"

....or when you are taking a flight abroad

process involves taking inputs and transform it to output.. so what is being processed?

people

people

physical objects

data

data

	people	possessions
tangible actions	**services directed at poeple's bodies** passenger transportation, health care, lodging, beuty salons, physical therapy, fitness centers, restaurants/bars, funeral services	**services directed at physical possessions** freight transportation, repair and maintenance, storage, office cleaning service, retail distribution, laundry, refueling, gardening, disposal
intangible actions	**services directed at people's mind** advertising, arts, entertainment, broadcasting, management consulting, education, concerts, psychotherapy, religion, voice telephone	**services directed at intangible assets** accounting, banking, data processing, insurance, legal services, programming, research, software consulting

information based services

people

services directed at poeple's bodies

passenger transportation, health care, lodging, beuty salons, physical therapy, fitness centers, restaurants/bars, funeral services

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possessions

services directed at physical possessions

freight transportation, repair and maintenance, storage, office cleaning service, retail distribution, laundry, refueling, gardening, disposal

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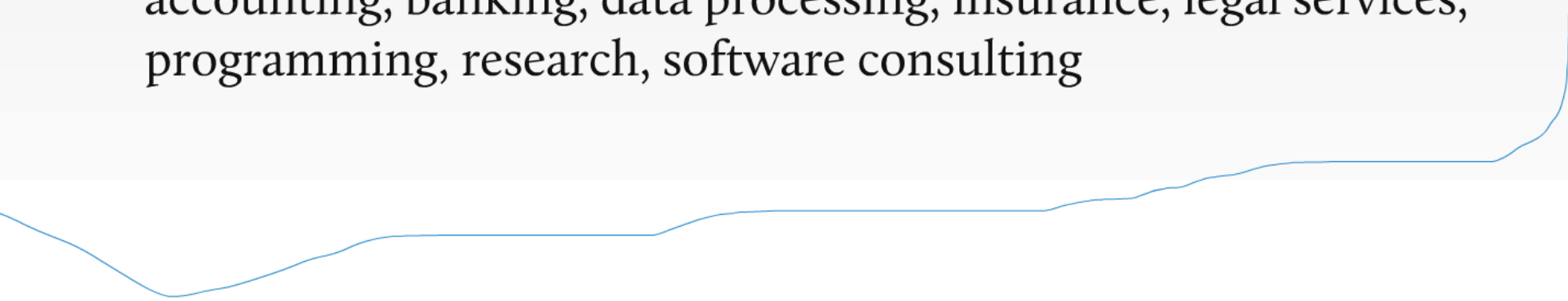|	people	possessions
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information based services

services directed at people's mind

advertising, arts, entertainment, broadcasting, management consulting, education, concerts, psychotherapy, religion, voice telephone

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services directed at intangible assets

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information based services

consulting,
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information based services

customer decision making

to develop effective marketi

how poeple make decissions

service, what the experience

consumption is like for custo

customer decision making

to develop effective marketing strategy, we must undestand how poeple make decissions about buying and using a service, what the experience of service delivery and consumption is like for customers, and how they evaluate that experience...

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purchase stage

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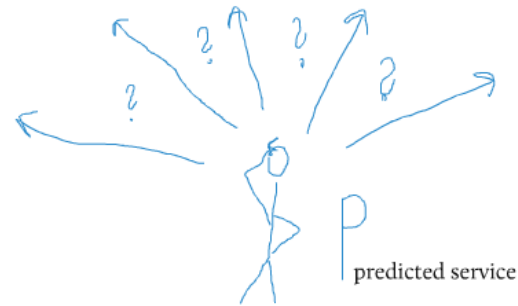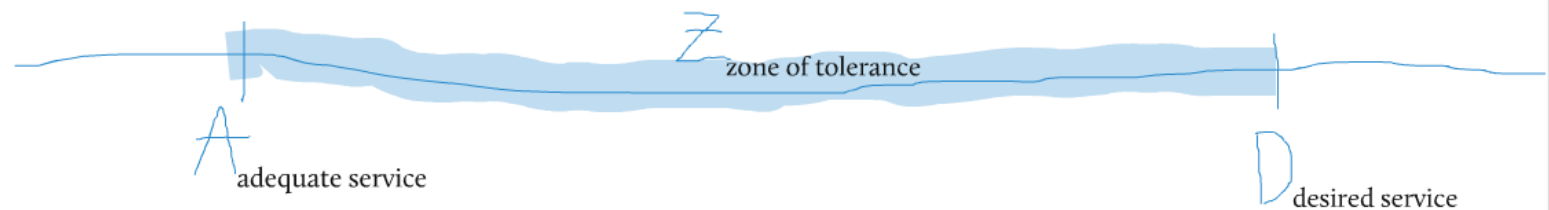how customers handle it?
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- customer's expectations

zone of tolerance

A
adequate service

D
desired service

customer's expectations

zone of tolerance

A adequate service

D desired service

P predicted service
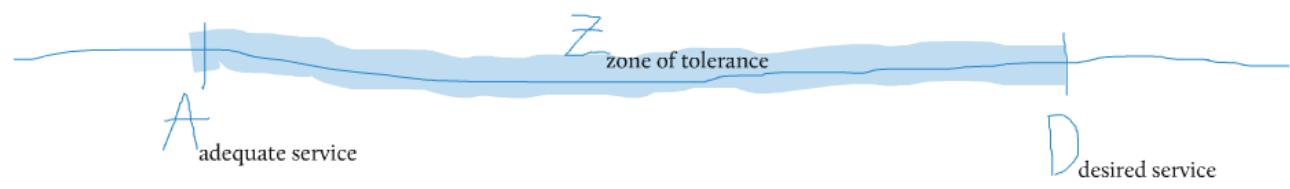
purchase decision

high-contact service

low-conta

2. service encounter stage

a period of time during which you, as a cu
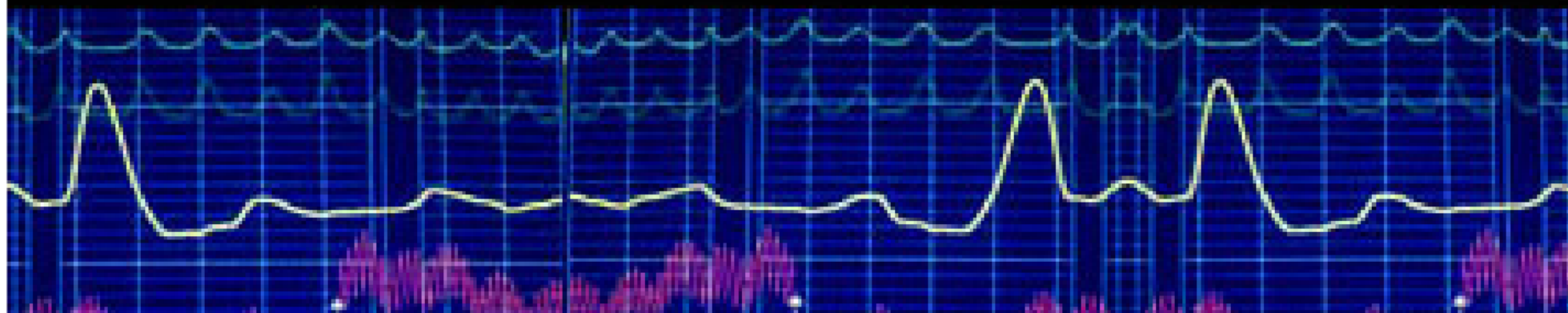interact directly with a service provider

encounter stage

a period of time during which you, as a customer, interact directly with a service provider
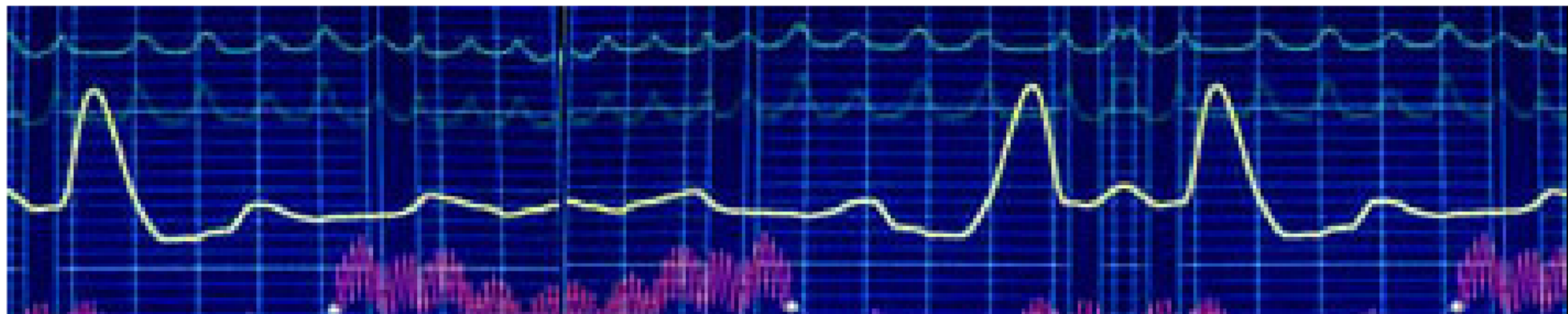
high-contact

high-contact service

low-contact service

- theatre methaphor

3. post-encounter stage

- "satisfaction" correlates with "quality", price, personal factors, etc.
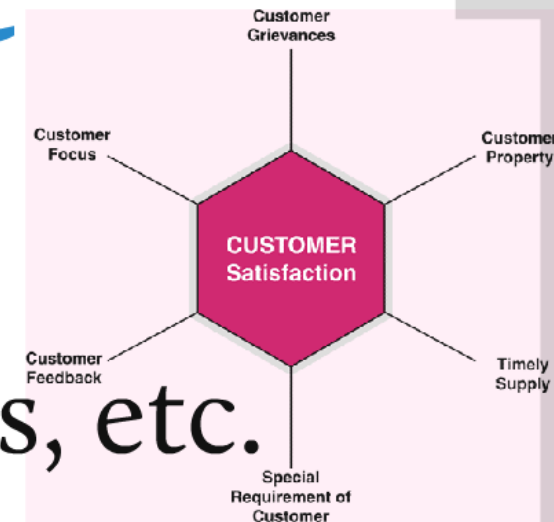
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