Service and System thinking
Department of Computer Systems and Communications

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Decisions and patterns of Service Thinking

Francesco Caputo

fcaputo@mail.muni.cz

It is a question of perspective

… the ability to produce a core solution excellent ➡ Core product perspective

… the ability to offer the lowest prices ➡ Price perspective

… the ability to create a value higher than that of the core product ➡ Image perspective

… the ability to develop each element of customer relations ➡ Service perspective

The adoption of one perspective does not exclude the consideration of the other.

The service perspective

1. SERVICE CONCEPT ➡️

Benefit to the client

2. SERVICE PACKAGE ➡️

CORE SERVICE
Service that is the basic reason for which a company operates in the market.

SUPPORT SERVICE
Services or goods that increase the value of the offer or differ from those of competitors

FACILITATION SERVICE
Goods or services necessary for the use of the core service

3. BREWING PROCESS ➡️

- ✓ *How to make a service*
- ✓ *Strong element of differentiation from competitors*
- ✓ *Supply side tends to be more important in the perception of the customer*
- ✓ *It includes variable delivery, in addition to the '4 P' of traditional marketing*

A service is …

from transaction ➡

- ✓ It is extended in time
- ✓ The payment does not involve the acquisition of the ownership of an asset
- ✓ The payment does not always happen simultaneously with the use of performance
- ✓ The performance arises from interactions more or less significant
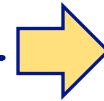
ACTS OR MOMENTS OF TRUTH → EPISODES → SEQUENCES → RELATIONS
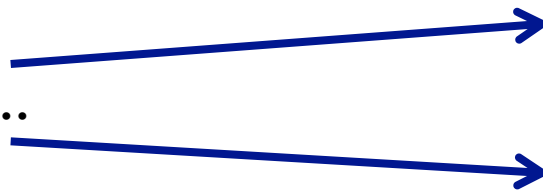
The 'rules' of service perspective

1. The quality of the individual act impacts on the:

- ✓ Perception of the quality of the episode
- ✓ Perception of the quality of the sequence
- ✓ Expectations relating to the next sequences

Perception of the overall quality of service

2. It can orient …

… the planning of the activities of the staff of contact

… the definition of business activities to be attached to the customer

3. It helps to bring out the connections between internal business processes and relationship

Partecipation of client

Peculiarity →

Does not always coincide with the consumption activities of the service.

It is not comparable to the 'involvement' of the customer, referring to the interest of the customer for a service

Advantages for firm →

Increased productivity

Expansion of service provision

Increased loyalty

Advantages for client →

Increased satisfaction

Feeling influence the outcome

Customer satisfaction and dissatisfaction

Factors of customer dissatisfaction

Malfunction of the service attribute to the system

Factors of customer satisfaction

Efficiency (speed of settlement)

Ease of Use

Accuracy and dependability

Perceived control

Convenience (continuous access to the service)

Service operation

Personal factors

TECHNOLOGY READINESS

Technology readiness

Propensity to embrace and use new technologies for accomplishing goals in home life and at work (Parasuraman, 2000)

Individual factor is not manageable by the enterprise

Substantial factor of the SST, which would not exist without the participation of the client

Moderating factor for the adoption of SST

Factor influencing satisfaction

Factor from ductile components, which can be the subject of management action

Servicescape Versus Theatre

Servicescape		Theatre

✓ Physical or virtual environment that frames service experience.

✓ Social environment in which takes place the process of interaction enterprise – customer.

✓ The environment contributes, with different ways and degrees, to the achievement of the success of the service

✓ Physical environment that frames a story.

✓ Social environment in which they occur relational dynamics between the actors.

✓ The environment helps to give a positive or negative product theatrical

Aim

✓ Creating an environment where the customer:
✓ Lives an experience not limited to products (flagship store).
✓ It interacts with facilities, staff, other customers

Role of Servicescape

Influencer

Facilitator

Communicator

ROLES OF SERVICESCAPE

Agent of socialization

Stimulant of conginitive answer

Differentiator

Dimensions of Servicescape

Design *Form* *Space*	**Signs, symbols, artifacts**	*Temperature Light Sound Music Profum*

DIMENSIONS OF SERVICESCAPE

Funcionality

Spatial Layout
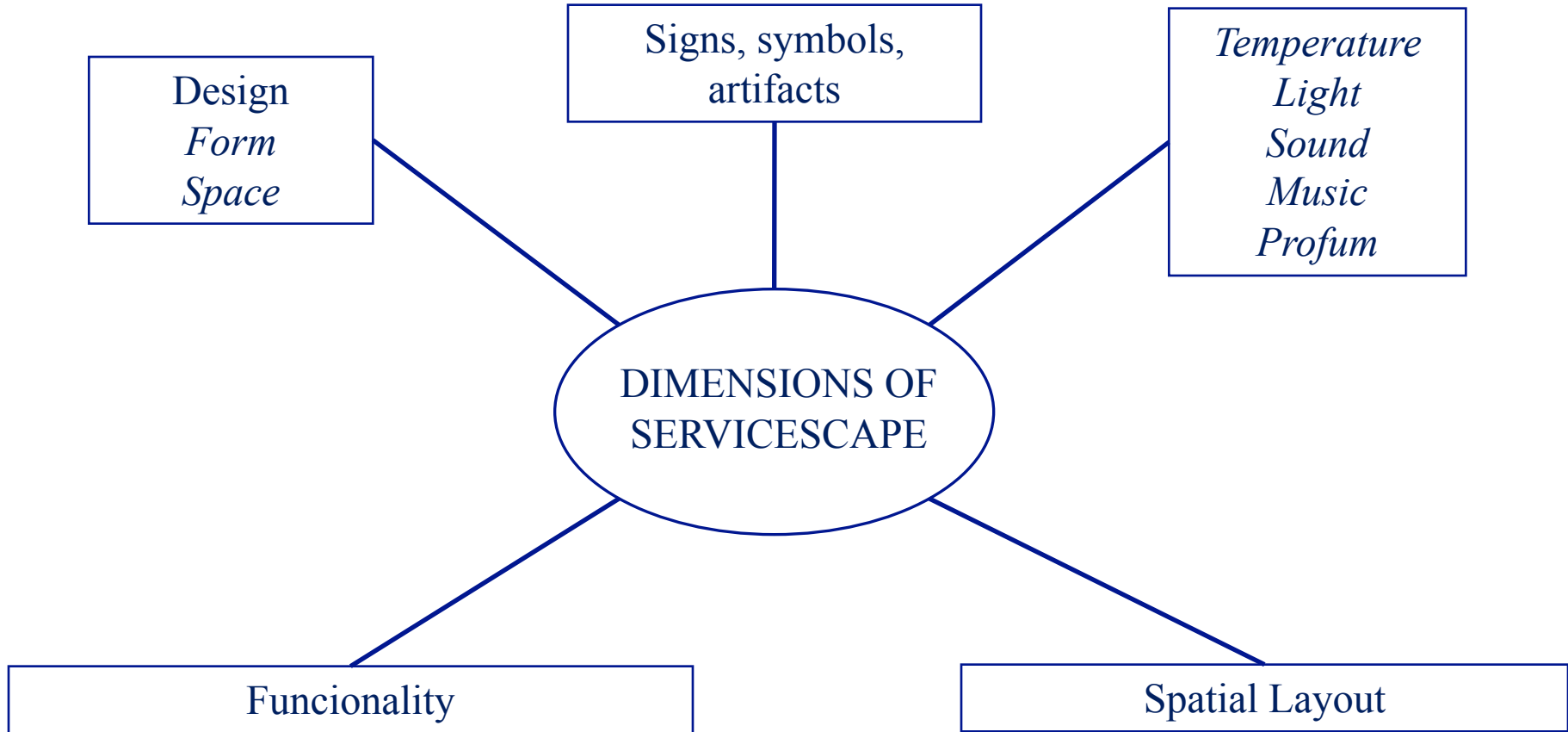
Service Blueprint

Procedural Flowchart that describe in detail all the activities necessary for the creation of a service, distinguishing the activities that are above or below the line of sight of the customer

Linea of interaction

Line of sight

Processes of support

Line of interaction

Service Blueprint

Rules →
- Indication of the time sequence
- Identification of the sequence of steps/Episodes of the service with the associated input / output
- Indication of the degree of tolerance acceptable for not compromising on quality

Criteria →
- Complexity: representation of documents and process sequences
- Divergence: variability permitted acts and process sequences

Advantages →
- It facilitates training and learning organization.
- It offers a clear design of the production of the service and the size that have an impact on the quality.
- Guide in the proper work.
- It facilitates comparison of the design of the existing service with other alternative.
- It promotes the development of a new or changed service

Questions ???