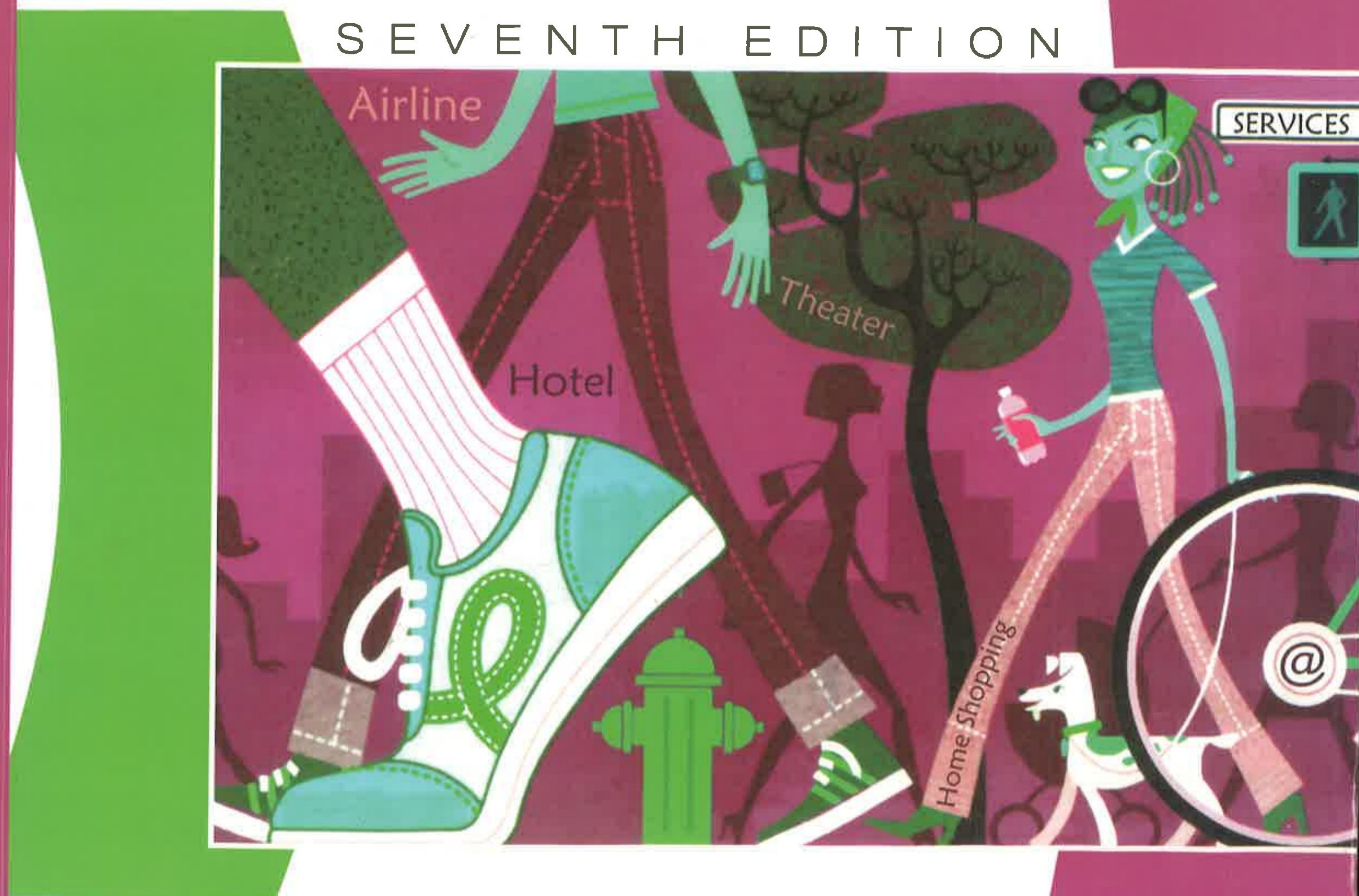


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Services Marketing

People, Technology, Strategy

SEVENTH EDITION



Christopher Lovelock | Jochen Wirtz
Jayanta Chatterjee

BRIEF CONTENTS

Contents xi

Preface xvii

PART I Understanding Service Products, Consumers, and Markets 2

Chapter 1 New Perspectives on Marketing in the Service Economy 4

Chapter 2 Consumer Behavior in a Services Context 34

Chapter 3 Positioning Services in Competitive Markets 57

PART II Applying the 4 Ps of Marketing to Services 78

Chapter 4 Developing Service Products: Core and Supplementary Elements 80

Chapter 5 Distributing Services Through Physical and Electronic Channels 109

Chapter 6 Setting Prices and Implementing Revenue Management 135

Chapter 7 Promoting Services and Educating Customers 163

Readings 191

PART III Managing the Customer Interface 212

Chapter 8 Designing and Managing Service Processes 214

Chapter 9 Balancing Demand and Productive Capacity 245

Chapter 10 Crafting the Service Environment 270

Chapter 11 Managing People for Service Advantage 295

PART IV Implementing Profitable Service Strategies 344

Chapter 12 Managing Relationships and Building Loyalty 346

Chapter 13 Complaint Handling and Service Recovery 379

Chapter 14 Improving Service Quality and Productivity 405

Chapter 15 Striving for Service Leadership 440
Readings 464

CASES 482

Glossary 666

Credits 673

Index 674

CONTENTS

Preface xvii

Part I Understanding Service Products, Consumers, and Markets 2

Chapter 1 New Perspectives on Marketing in the Service Economy 4

Why Study Services? 5

What Are the Principal Industries of the Service Sector? 8

Powerful Forces Are Transforming Service Markets 10

What Are Services? 10

Four Broad Categories of Services—A Process Perspective 18

Services Pose Distinct Marketing Challenges 20

The Traditional Marketing Mix Applied to Services 21

The Extended Services Marketing Mix for Managing the Customer Interface 24

Marketing Must Be Integrated with Other Management Functions 26

A Framework for Developing Effective Service Marketing Strategies 27

Chapter 2 Consumer Behavior in a Services Context 34

The Three-Stage Model of Service Consumption 36

Prepurchase Stage 37

Service Encounter Stage 44

Postencounter Stage 50

Chapter 3 Positioning Services in Competitive Markets 57

What Is Required for Positioning Services Effectively? 59

Achieve Competitive Advantage Through Focus 59

Market Segmentation Forms the Basis for Focused Strategies 62

Service Attributes and Levels 62

Positioning Distinguishes a Brand from Its Competitors 65

Developing an Effective Positioning Strategy 66

Using Positioning Maps to Plot Competitive Strategy 69

Changing Competitive Positioning 73

Part II Applying the 4 Ps of Marketing to Services 78

Chapter 4 Developing Service Products: Core and Supplementary Elements 80

Planning and Creating Service Products 81

The Flower of Service 84

Branding Service Products and Experiences 92

New Service Development 100

Chapter 5 Distributing Services Through Physical and Electronic Channels 109

Distribution in a Services Context 110

Distribution Options for Serving Customers: Determining the Type of Contact 111

Place and Time Decisions 115

Delivering Services in Cyberspace 117

The Role of Intermediaries 121

The Challenge of Distribution in Large Domestic Markets 123

Distributing Services Internationally 124

Chapter 6 Setting Prices and Implementing Revenue Management 135

Effective Pricing Is Central to Financial Success 136

Pricing Strategy Stands on Three Foundations 138

Revenue Management: What It Is and How It Works 145

Ethical Concerns in Service Pricing 149

Putting Service Pricing into Practice 155

Chapter 7 Promoting Services and Educating Customers 163

The Role of Marketing Communications 164

Challenges of Services Communications 166

Marketing Communications Planning 169

The Marketing Communications Mix 170

The Role of Corporate Design 184

Integrating Marketing Communications 186

Readings The Health Travellers 191

The Strategic Levers of Yield Management 196

Part III Managing the Customer Interface 212

Chapter 8 Designing and Managing Service Processes 214

Flowcharting Customer Service Processes 215

Blueprinting Services to Create Valued Experiences and Productive Operations 218

Service Process Redesign 229

The Customer as Co-Producer 232

Self-Service Technologies 236

Chapter 9 Balancing Demand and Productive Capacity 245

Fluctuations in Demand Threaten Profitability 246

Managing Capacity 249

Analyze Patterns of Demand 250

Managing Demand 252

Inventory Demand Through Waiting Lines and Queuing Systems 255

Customer Perceptions of Waiting Time 260

Inventory Demand Through Reservations Systems 262

Chapter 10 Crafting the Service Environment 270

What Is the Purpose of Service Environments? 271

The Theory Behind Consumer Responses to Service Environments 275

Dimensions of the Service Environment 279

Putting It All Together 286

Chapter 11 Managing People for Service Advantage 295

Service Employees Are Crucially Important 297

Frontline Work Is Difficult and Stressful 299

Cycles of Failure, Mediocrity, and Success 302

Human Resources Management—How to Get It Right 306

Service Leadership and Culture 317

Readings

Kung-Fu Service Development at Singapore Airlines 326

Getting More from Call Centers: Used Properly,

Part IV Implementing Profitable Service Strategies 344

Chapter 12 Managing Relationships and Building Loyalty 346

- The Search for Customer Loyalty 348
- Understanding the Customer-Firm Relationship 350
- The Wheel of Loyalty 354
- Building a Foundation for Loyalty 355
- Strategies for Developing Loyalty Bonds with Customers 362
- Strategies for Reducing Customer Defections 367
- CRM: Customer Relationship Management 368

Chapter 13 Complaint Handling and Service Recovery 379

- Customer Complaining Behavior 380
- Customer Responses to Effective Service Recovery 382
- Principles of Effective Service Recovery Systems 384
- Service Guarantees 388
- Discouraging Abuse and Opportunistic Customer Behavior 393

Chapter 14 Improving Service Quality and Productivity 405

- Integrating Service Quality and Productivity Strategies 407
- What Is Service Quality? 409
- Identifying and Correcting Service Quality Problems 411
- Measuring and Improving Service Quality 414
- Learning from Customer Feedback 414
- Hard Measures of Service Quality 419
- Tools to Analyze and Address Service Quality Problems 420
- Defining and Measuring Productivity 424
- Improving Service Productivity 426

Chapter 15 Striving for Service Leadership 440

- The Service-Profit Chain 441
- Integrating Marketing, Operations, and Human Resources 443
- Creating a Leading Service Organization 446
- In Search of Human Leadership 450

Readings Creating New Markets Through Service Innovation 464

- The One Number You Need to Grow 473

Cases

- Case 1 Sullivan Ford Auto World 482
- Case 2 Four Customers in Search of Solutions 488
- Case 3 Dr. Beckett's Dental Office 490
- Case 4 Starbucks: Delivering Customer Service 495
- Case 5 Giordano: Positioning for International Expansion 511
- Case 6 MakeMyTrip.com 523
- Case 7 Jollibee Foods Corporation 532
- Case 8 The Accra Beach Hotel: Block Booking of Capacity During a Peak Period 541
- Case 9 Marketing Strategy for a Media Service: The Case of Radio Spicy—An Intern's Report 547
- Case 10 CompuMentor and the DiscounTech.org Service: Creating an Earned-Income Venture for a Nonprofit Organization 570
- Case 11 Dr. Mahalee Goes to London 589
- Case 12 Revenue Management of Gondolas: Maintaining the Balance Between Tradition and Revenue 591
- Case 13 The Way Ahead for MANTIS 595
- Case 14 Hilton HHonors Worldwide: Loyalty Wars 607
- Case 15 The Accellion Service Guarantee 621
- Case 16 Shouldice Hospital Limited (Abridged) 624
- Case 17 Massachusetts Audubon Society 636
- Case 18 TLContact: CarePages Service (A) 653

Glossary 666

Credits 673

Index 674

INDEX

Belligerent jaycustomers, 395
 Benchmarking, 415
 Billing, 86-87
 Biometrics, 428
 Blogs, 183
 Blueprinting, 218-226
 Bonds, 362-368
 Boundary spanning, 299
 Branded house, 93
 Branding. *See also* Positioning strategy
 color, 74, 185
 experiential, 96-97
 hotel industry, 94, 199, 608
 logos and, 184
 sensory, 283
 strategies, 93-94, 164, 453-462
 Brands
 distinguishing, 65-66
 endorsed, 94
 evoked set of, 38
 house of, 94-95
 loyalty to, 348-349
 repositioning, 164
 sub, 93
 Break-even analysis, 139, 140
 Bundling, 154, 156, 231
 Business model, 136
 Buyouts (case), 589
C
 Call centers, 120, 281, 301
 Capacity
 defining productive, 246-247
 demand management for (case), 166, 252-253
 excess, 247-249
 fixed, conditions of, 247-248
 flexible, 250
 managing, 249-250
 reservations system, 265-266
 wasted, alternatives for, 265
 CARs. *See* Customer assistant representatives
 Ceiling price, 156
 Cell phones
 customer tiering, 358
 electronic recommendation agents, 236
 as mobile advertising, 179
 pricing, 151, 158
 as service delivery system, 202, 249, 389-390
 text messaging on, 120, 173
 CFS. *See* Customer feedback system
 Change. *See also* Evolution
 backstage, customer impact from, 427
 managing customers' reluctance to, 234-235
 style, 100-101
 transformational leadership for, 317, 457
 Channel preferences, 114-115
 Charismatic leadership, 317
 Cheating jaycustomers, 394
 Check-outs, express, 87
 Child care centers, 58
 China, 7
 Churn, 355-356
 Clarity, 457
 Climate, organizational, 457
 Coaching, 331

Coercive leaders, 460
 Coffee industry, 81
 Cognitive processes, 276, 277-278
 Color
 as ambient condition, 283-284
 branding, 74, 185
 Comment cards, 384, 386. *See also* Feedback
 Commissions, 524
 Communications. *See also* Marketing communications
 blog, 183
 consultation, 89, 166
 direct marketing, 173
 editorial coverage, 183
 ethical issues in, 184
 impersonal, 178
 interpersonal, 174
 marketing mix, 170-184
 marketing role of, 164-166
 originating sources of, 171
 personal, 171
 PR, 172-173
 value added by content of, 166
 word of mouth, 181-183
 Comparative advertising, 168
 Compensation. *See* Guarantees; Service recovery
 Competence, 410. *See also* Knowledge; Training
 Competition. *See also* Positioning strategy
 advantage over, 7, 59-60
 analysis of, 68
 drivers, 124
 positioning maps of, 69-74
 pricing based on, 144-145
 response of, anticipating, 72
 Starbucks (case), 502-503
 Competitive advantage
 focus for, 59-62
 Giordano's apparel (case), 518-520
 service employees as, 296-297
 Complaints, 91. *See also* Service recovery
 barriers to, reducing, 368
 guidelines for handling, 368
 reasons for, 367
 Compliments, 91
 Componentization, 232
 Confidence, 352
 Conflict
 resolution, interfunctional, 445-446
 sources of, 299-300
 Conjoint analysis, 104
 Consideration set, 38
 Consultations, 88-89, 166
 Consumer fraud, 394-395, 398-399
 Contact points, 44
 Core products, 82, 84, 110-111, 216. *See also* Supplementary services
 Corporate design, 184-186
 Corporate performance, 52-53
 Cost(s)
 activity-based, 139
 after-, 142
 break-even analysis of, 139, 140
 cutting, 337
 drivers, 125
 establishing, 139
 fixed, 140
 minimizing, 142
 new customer, 349
 nonmonetary, 142, 144, 145, 253
 physical, 142
 Postconsumption/after-, 142
 Pricing based on, 138-149
 psychological, 142

related monetary, 142
 search, 142, 144
 semi-variable, 139
 sensory, 142
 service quality analysis of, 408-409
 switching, 368
 time, 142
 total use, 144
 value versus, 140-141
 variable, 140
 walking, 614
 Counseling, 88-89
 Credentials, 41
 Credit cards, 152, 157, 331
 Crimes, penalty fees for, 153. *See also* Jaycustomers
 CRM. *See* Customer relationship management
 Cross-selling, 362
 Cross-training, 249
 CSCs. *See* Customer service centers
 CSIU. *See* Customer satisfaction information usage
 CSRs. *See* Customer service representatives
 Customer(s)
 attracting new, 101, 138, 304, 306, 348
 change reluctance of, managing, 239
 contact points, 44
 to customer feedback, 29, 329
 defections, 348, 367-368
 delight, 51-52
 existing, target identified as, 181-182
 failures, reducing, 226
 importing, 129
 interface, 24-25. *See also* SSTs
 organizational culture focused on, 309, 456
 as partial employees, 25, 233-234
 prospective, 165-166
 as quality control inspectors, 417-419
 terminating relationship with, 360
 tiering, 358-360
 training, 180-181
 wrong, 356-357
 Customer behavior. *See also* Jaycustomers
 ambient conditions influencing, 279-284
 aroused, 277
 complaining, 380-382
 consequences, 278
 dysfunctional, 398
 need arousal of, 37
 opportunistic, 393-400
 post-encounter stage of, 56
 prepurchase stage of, 37-38
 service encounter stage of, 44-50
 service environment response theory for, 275-279
 Starbucks (case), 507-508
 Customer expectations
 factors influencing, 42-43
 for public sector services, 408
 satisfaction as standard for, 51
 of service environment, 278
 Customer experience
 attributes, 38-39
 branding, 96-97
 servuction system of, 46-50
 shaping, 272
 in Shouldice Hospital (case), 625-626
 Customer feedback system (CFS), 352
 analysis, 419
 collection tools, 415-418
 objectives of, 414-415
 Customer relationship management (CRM), 175, 368-373. *See also*
 Loyalty
 Customer satisfaction. *See also* Service recovery

market, 124
 technology, 125
 Drug abuse, 395
 Drunkenness, 395
 Durable value, 14
 DVR. *See* Digital video recorder
 Dynamic pricing, 136, 143
 Dysfunctional customer behavior, 398. *See also* Jaycustomers

E

E-banking, 120
 E-commerce/tailing, 119
 Education. *See* Promotion and education
 Effectiveness
 of advertising, 172
 defined, 425
 of leadership, 417
 of marketing, 27
 of positioning strategy, 66–69
 of pricing, 136–138
 productivity versus efficiency and, 425–426
 of service recovery, 382–388
 Elasticity, price, 147
 Electronic distribution, 10, 115
 Electronic recommendation agents, 236
 E-mails, 119, 173
 Emotional labor, 300–301
 Emotions, 277, 283. *See also* Anger; Rage behaviors
 Employment. *See* Hiring; Service employees
 Empowerment, 311–313, 358, 465
 Encounters. *See* Service encounters
 Endorsed brands, 94
 Entertainment industry, 38
 Environment preservation (case), 637, 650–651.
 See also Physical environment; Service environment
 Equipment, 240, 491. *See also* Physical environment
 E-tailing, 143. *See also* Internet
 Ethical concerns, 149–154, 187–188
 Evaluation of services, 39–45
 Evidence management, 41
 Evoked set, 38
 Evolution, 450, 637–638
 Expectations. *See* Customer expectations
 Express check-outs, 87
 Extensions, process- and product-line, 101

F

Facilities. *See* Architecture
 Factories of service, 115
 Fail points, 226
 Failure. *See also* Complaints; Defection
 CRM implementation, 371–372
 customer complaint categories about, 380–381
 cycle, 303–304
 poka-yoke technique for, 227
 rate of, 105
 reducing, 233
 severity/recoverability of, 384
 SQI by type of, 419–420
 of SSTs, 236–239
 Fairness, 153–154, 382, 433
 Family feuder jaycustomers, 397
 Fast-food restaurants, 92, 115, 274, 425
 Feedback. *See also* Complaints; Customer feedback system
 cards, 417
 collection tools, 415
 customer-to-customer, 29, 329
 learning from, 414–419
 service employee motivation by, 215, 216

Feelings, 275–278. *See also* Ambient conditions

Fees

banking, 152
 fairness of, 153, 154
 franchising, 122–123
 hidden, ethical concerns of, 151
 penalty, 152, 153
 Financial rewards for customer loyalty, 362–364
 Financial services industry, 92, 106, 184
 Fishbone diagrams, 422
 Fixed costs, 140
 Flat-rate pricing, 156
 Flexibility of organizational climate, 457
 Flowcharting, 215–218. *See also* Blueprinting
 Flower of service, 84–92, 111, 121
 Focus groups, 418
 Focus strategy, 66–69
 4 Ps of marketing, 27
 Franchising (case), 122–123
 Fraud, 398–399
 Free trials, 41
 Front-stage, 47, 219–221, 421
 Functionality, spatial, 284–285
 Functional silos, 444

G

Gaps model in service quality, 411–413
 GDP (gross domestic product), 6–7, 8–10
 Generality, 167
 Globalization, 13, 126–128
 Global sales offices (GSOs), 111
 Goal(s)
 accomplishment, 315–316
 marketing, operations and human resources, 444
 Gondolas (case), 591–594
 Goods
 failure rate of, 105
 services v., 102–103
 Government
 drivers, 124–126
 policy, 11, 12
 Gross domestic product. *See* GDP
 GSOs. *See* Global sales offices
 Guarantees, 388–393, 397, 398, 622

H

Hard service quality measures, 414
 Hardware support, 95
 Health care industry
 automobile industry practices learned from, 483
 customer expectations in, 42–43
 customer involvement training for, 166
 dentistry, 280, 490–494
 hiring practices of, 571
 hospitals in, 88–89, 116, 129, 205, 234, 258
 insurance, 218, 500
 nonmonetary costs in, 143, 144
 productivity in, 425
 role modeling example in, 456–457
 service environment of, 248–249, 465
 surgery, 273
 TLContact: CarePages Service (case), 238, 653–665
 web-based patient contact, 238, 653–665
 Hedonic services, 168
 High-contact service model, 46–47
 Hiring, 14, 15, 303, 304, 307–310
 Holistic design, 338
 Hospitality, 25, 89–90, 198. *See also* Hotel industry; Restaurants
 Hospitals, 88, 89, 116, 129, 205, 234, 258

branding strategies (case), 93–94, 164, 453–462
 cheating jaycustomers in, 394
 cheating jaycustomer tracking in, 399
 distribution and promotion flow of, 110
 distribution globalization for, 127, 128
 flowcharting people processing of, 215–218
 Hilton HHonors program (case), 611–617
 new services research of, 103, 104, 105
 positioning maps of, 69–71
 reservations system of, 262–266
 revenue management (case), 150, 590–594
 sales promotions of, 173–174
 service concept design for, 81–83
 service environment of, 274
 service guarantees of, 388–393, 395
 service level in, 65, 72
 service quality analysis of, 420–424
 service recovery in, 386
 tolerance zone in, 43

Housecalls, 112

House of brands strategy, 94

HRM. *See* Human resources management

Human resources management (HRM)

 control versus involvement, 312
 Giordano apparel (case), 511–512
 low-pay/high-turnover, 304
 marketing/operations integration with, 27–28
 performance levels of, 448–450
 recruitment and selection by, 234

I

IMC. *See* Integrated marketing communications

Impalpability, 167. *See also* Intangibility

Impersonal communications, 178

Importing customers, 129

Inconvenience, 384

Indifference zone, 360

Industry drivers, 124

Information

 demand inventory requiring, 252
 distribution flow, 110
 prepurchase search for, 37–38
 processing, 20, 217–218
 supplementary services facilitation through, 85
 value added from, 166
 vivid, 168
 ways of providing, 85

Information-based services, 129

Information technology (IT), 13, 301

Innovation

 advertising, 166
 as positioning strategy, 74
 process, 101
 service, 101–102
 Starbucks (case), 504–505

Institutional rusting, 230

Instructional materials, 170–171.

See also Promotion and education

Insurance industry

 advertising, 22
 automobile, 22

Intangibility, 15, 167–168

Intangible rewards, 364

Integrated marketing communications (IMC), 186

Interactional justice, 382

Interaction marketing, 353

Interactive voice response (IVR), 298

Inter-client conflict, 300

Interfunctional conflict resolution, 445

Intermediaries, distribution, 121–122, 427

price, 145
 qualities, 451
 role modeling, 297
 successful behaviors of, 450
 transformational, 317
 value-driven, 317

Library process redesign, 215

Lines. *See* Waiting

Location, 70, 116, 21, 25. *See also* Physical environment

Logos, 184, 597

Loss leaders, 139

Low-contact services, 46, 47, 298. *See also* SSTs

Loyalty

- airline industry, 198-199
- benefits of,
- bonds, development strategies for, 362
- brand, 363
- foundation, building, 355-357
- Hilton HHonors program (case), 607-619
- history of,
- marketing (case),
- profitability of,
- quality prerequisite of,
- reasons for,
- rewards, 362-365
- satisfaction prerequisite of, 360
- service employees as source of, 297-298
- service recovery and, 383
- value of, 363-364
- wheel of, 354-355

M

Maintenance, 103

Management. *See also* Human resources management

- account, programs, 174
- demand (case), 166, 252-254
- dentistry (case), 490
- functional silos of, 444
- leadership versus, 451
- performance levels and, 230
- productivity improvement, 434
- service-profit chain, 443-444
- service recovery mistakes of, 384
- supplementary services, 92-93

Manufacturing

- quasi-, 19
- service "factory" versus, 425
- service quality perspective based on, 409

Maps, positioning, 69-73

Market. *See also* International markets; Target market analysis, 67, 70

- Australian (case), 709
- domestic, large, 123-124
- drivers, 124-125
- entry, international, 525, 522
- focus, 60
- position statement, 68-69
- segmentation, 263
- shareholder value in, 443
- synergy, 105

Marketing communications. *See also* Advertising;

Promotion and education

- action plan, failure, 66
- Aussie Pooch Mobile (case), 122
- customer interface management, 24-25
- database, 352-353
- direct, 173
- education as, 23, 28
- 4 Ps of, 20, 27
- framework for effective, 27-29
- goals, 169
- integrated, 186

loyalty (case), 358

- of Massachusetts Audubon Society (case), 636-649

materials, 175

- mix, 170-176
- network, 353

objectives, specifying, 170

on-demand, 173, 178

operations/human resources integration with, 443-444, 535-536

- permission, 173
- planning effective, 169-170
- positioning role in, 165
- product elements of, 21-22
- quality and productivity strategies with, 408-409
- relationship, 347, 348
- research, 67
- revenue management benefits, 145
- role of, 164-168
- 7 Ps of, 20-21, 165
- SSTs for, 236-237
- at Stena Line, 406
- tele-, 169, 171
- traditional, 21-24, 166, 171
- transactional, 350-351
- viral, 182

Master franchising, 123

Meal delivery, 102

Mediocrity cycle, 304-306

Mehrabian-Russell Stimulus-Response, 276

Memberships, 349, 353-354, 643-645

Mental impalpability, 167

Mental stimulus processing, 18, 19-20

Mergers, 13, 440

Metaphors, in advertising, 169

Mexico, 62

Microblogging, 183

Military model, 454

Ministores, 115-116

Mobile

- advertising, 179
- locations, 254
- telephones. *See* Cell phones

Moments of truth, 44-45, 298

Motivation, 314-317

Movie-going, 273, 290

Multipurpose facilities, 116-117

Multitasking, 308

Music, 279-282, 288

Mystery shopping, 417-418

N

NAICS (North American Industry Classification Standard), 8, 9

Needs, 37

Negotiation flow, 110

Net present value (NPV), 351

Net value, 141

Network marketing, 353

New service development, 100-106

Nonentities, 446

Nonfinancial rewards for customer loyalty, 364-365

Nonmonetary costs, 142, 144, 253

Nonownership, benefits of, 14-15

Nonphysical rate fences, 204

Nonprofit organizations

- Massachusetts Audubon Society (case), 636-6489
- transformational leadership of, 317

Nonsearchability. *See also* Intangibility 167

North American Industry Classification Standard

O

Odor remediation, 283

On-demand technologies, 173, 178

Online services. *See* Internet

Operations. *See also* Backstage; Front-stage conflict, interfunctional, 445

- goals, 169
- marketing/human resources integration, 444
- quality as, 209-210
- Stena Line, 406

Opportunity to screw up. *See* OTSU

Order-taking, 85-86

Organizational climate, 457

Organizational culture, 310, 471, 456-457

OTSU (opportunity to screw up), 226

Outputs. *See also* Bundling 24-25, 425

Outsourcing, 333

Overbooking, 154

Ownership, 14, 15

P

Pareto analysis, 421-422

Partnerships, 664-665

Pay, 147

Payments, 22, 157-158

Payoff, doubtful, 385

Peak periods, 252

Penalty fees, 153

People processing services, 127-129

Perceived risk, 39-41

Perceived value, 138

Perceptions gap, 412

Performance

- measurement, 302
- reports, types of, 419
- targets, 228-229

Perishability, 15

Permission marketing, 173

Personal communications, 178

Personality tests, 308

Personalized pricing, 143

Personal relationships, 145

Personal selling, 174

Physical costs, 142

Physical environment, 25, 26, 46, 272, 339, 470.

See also Service environment

Physical goods. *See* Goods

Physical rate fences, 204

Place. *See* Location

Podcasting, 179

Poka-yoke technique, 226

Policy gap, 411, 412

Positioning strategy

- analysis as diagnostic tool, 67
- changing, 73-74
- of child care centers, 58
- Giordano (case), 511-522
- innovation as, 74
- market segmentation for, 66-67
- positioning maps for, 69-70
- service attributes and levels, 65-66

Possession processing services, 19-20, 129

flowcharting, 216-218

- globalization drivers' impact on, 127
- productivity measurement of, 425

Post-encounter stage of service consumption, 36

PR. *See* Public relations

- marketing strategies, 348, 355
- membership, 353-354
- Remote transactions, 114
- Renting, 14-15. *See also* Automobile industry
- Repair services, 114
- Reservations system
 - airline, 198-199
 - hotel, 199
 - inventory demand through, 262-266
 - overbooking, 154
 - restaurant, 116, 201
- Restaurants
 - ambiance of, 69
 - blueprinting experience in, 220-225
 - changing product elements in, 254
 - choosing, 63
 - fast-food, 44, 92, 102, 274
 - reservations system, 116, 201
 - service environment design of, 289
 - supplementary service innovations of, 101
 - theatrical metaphor for, 44
 - waiting in, 260
- Return on quality (ROQ), 423-424
- Revenue management
 - airline industry, 146, 149
 - capacity versus demand, 145, 149
 - defined, 145-146
 - fairness of, 152-154
 - gondola (case), 591-594
 - hotel industry (case), 69-70, 608
 - marketing benefits of, 400
 - price customization for, 147
 - price elasticity and, 147
 - software, 147
- Rewards, 312, 362
- Risk, 39-41, 383
- Role
 - conflict, 300
 - modeling, 454-457, 297
 - theory, 48
- Root cause analysis, 420-421
- ROQ. *See* Return on quality
- Rulebreaker jaycustomers, 394-395
- Russell Model of Affect, 277

S

- Sabotage, service, 303
- Safekeeping, 90
- Sales. *See also* Selling
 - offices, global, 111
 - promotions, 173-174
- Satisfaction. *See* Customer satisfaction
- Save teams, 368
- Scent, 282-284
- Scripts, 48-50, 220
- Search
 - attributes, 38
 - costs, 142, 144
 - non-, of intangibles, 167
- Search engine advertising, 176-177
- Search engine optimization (SEO), 177
- Seasonal cycles, 252, 253. *See also* Peak periods
- Self-billing, 89
- Self-service technologies. *See* SSTs
- Selling
 - cross-, 299, 359
 - organizational conflict source of, 299-300
 - personal, 174
 - up-, 169, 299
- Sensory branding, 283

- of airline industry, 94
- alternate channels for, 178-179
- alternatives to meal, 102
- cell phones as, 114
- core versus supplementary services, 22
- of dental industry, 281
- documenting sequence of, 84-85
- encounter stage of, 44-50
- fail points, 226, 227
- gaps in, 411
- Internet reshaping, 22
- as service concept design component, 81-83
- theater metaphor for, 47-48
- time and, 22
- visibility of, 47
- Service employees
 - as boundary spanners, 299
 - competitive advantage from, 297-298
 - complaint handling guidelines for, 393
 - conflict sources for, 299-300
 - cross-training, 266
 - customer loyalty caused by, 297-298
 - customers as partial, 233-236
 - empowerment of, 310-311
 - energizing strategies for, 288
 - failure cycle of, 303
 - firing (case), 139
 - good, innate qualities of, 409
 - hiring, 307
 - hospitality, 89-90
 - involvement levels of, 466
 - motivation of, 314
 - organizational culture focused on, 310
 - performance measurement of, 64, 304
 - promotion and education, 23
 - role theory of, 48, 50
 - scripts, 48-51
 - service environment response of, 286
 - SSTs and, 237
 - for productivity improvement, 426
 - target identified as, 62
 - team building, 227
 - training, 309-310
- Service encounters
 - facilitating, 85
 - organizational pyramid of, 318
 - sequential, study of, 229
 - stage of service consumption, 36-37
- Service environment
 - ambient conditions of, 279-286
 - customer expectations of, 287
 - customer responses to, 275-279
 - design of, 286-287, 287
 - dimensions of, 279-286
 - guiding tools for, 289-291
 - health care industry, 191, 205
 - hotel industry, 199
 - integrative framework of, 278-279
 - psychology, 278
 - purpose of, 271-275
 - service employees' response to, 286
- Service processes
 - blueprinting, 218-225
 - categories of, 100-101
 - flowcharting, 215-218
 - innovation, 100-101
 - redesign, 102
 - reengineering, 102
 - of SSTs, 236
- Service products
 - branding strategy for, customer service v., defined, planning and creating

- Service quality. *See also* Feedback
 - Acellion guarantee for (case), 621-623
 - analysis tools, 420-424
 - biometrics for, correcting, customers as inspectors of, 360-362
 - of dentistry (case), 490
 - dimensions of, 409-410
 - gaps in, 413-414
 - improvement, 426-428
 - as loyalty prerequisite, 150
 - measuring, 419-420
 - price v., 203-204
 - productivity improvement impact on, 427
 - productivity strategies integrated with, 427
 - return on, 423
 - service process redesign improving, 102
 - in travel industry, 524
- Service quality index (SQI), 419-420
- Service recovery. *See also* Failure; Feedback
 - in airline industry, 199
 - in automobile industry, 471
 - compensation for, 154
 - components, 126
 - defined, 382-383
 - effective, 382-385
 - guarantees for, 388-393
 - in hotel industry, 384
 - loyalty after, 383
 - mistakes, common, 384
 - paradox, 383-384
 - planning, 386
 - principles of, 384-388
 - procedure implementation for, 371-372
 - quality problems as, correcting, 411-414
 - surveys, 485-486, 556

Services

- attributes, 38
- blueprinting. *See* Blueprinting
- concepts, 102
- defined, 15
- delivery system. *See* Service delivery system
- goods v., 15
- guarantees, 388-393
- historical view of, 10-14
- marketing challenges of, 20-21
- prepurchase evaluation of, 37-44
- profit chain, 441-443
- sabotage, 304
- science of, 8
- supplementary. *See* Supplementary services
- switching, 145
- tiering, 94-95
- Servescape, 25, 273-274. *See also* Service environment
- Servuction system, 66-67
- 7 Ps of marketing, 20-21
- Shareholder value, 442-443
- Shoplifting, 394
- Shopping
 - airports as malls for, Internet, 119, 143
 - ministores for, 115-116
 - mystery, 417-418
 - one-stop, 362
 - robots, 143
- Signs, 285-286
- Simplicity, 514
- Simulation models, 266
- Single waiting lines, 255, 256
- Ski resorts, 116, 246, 266
- Social bonds, 365
- Social networks, 180
- Social responsibility (case), 434



service science, 8
 software, 125, 334, 94-95
 support, 113, 433
 voice-recognition, 119-428
 Web 2.0, 179

Telecommunication. *See also* Cell phones
 automated service by, 114, 236
 customer training for, 180-181
 fees, 151-152
 queuing theory in, 256
 service complaints (case), 488
 as SST failure alternative, 239

Telemarketing, 174, 184

Testimonials, 175

Tests, personality, 308

Text messaging, 173

Theatrical perspective, 48.
See also Movie-going

Theme parks, 84, 271

Thief jaycustomer, 394

Tiering
 customer, 358
 service product, 94-95

Time. *See also* Waiting
 costs, 142
 of distribution, 145
 documenting delivery sequence, 83-84
 modifying, for demand management, 253
 performance measurement by, 64, 302
 place (location) and, 22, 115-117
 service delivery system and, 47

TiVo, 179

Tokens, 158

Tolerance zone, 43

Total market surveys, 415-417

Total Quality Management (TQM), 434

Total user costs, 144

Tourism
 gondolas (case), 591-594
 ski resorts, 246,

TQM, Total Quality Management

Trade
 barriers, 129-131
 globalization's influence on, 127

Trademarks, 539

Trade shows, 174

Training
 cross-, 266
 customer, 166, 178, 180-181
 customer service, 449
 for jaycustomer handling, 395, 397
 organizational culture, 310
 Transactional marketing, 350-352

Transactional surveys, 415-417

Transactions, remote, 114

Transcendent quality perspective, 409

Transformational leadership, 317, 457

Transnational strategies, 124-131

Travel agents, 524, 121

Travel industry, 10, 524. *See also* Airline industry;
 Hotel industry

Trust, 589

Turnaround, 450

24/7 service, 117, 529

Two-bosses dilemma, 300

U

Unions, labor, 317

University degree programs, 101

Un-selling, 169, 359

V

Value
 communication content adding, 166
 creation, 15
 of customer loyalty, 348
 durable v. nonownership, 15
 information adding, 129
 instilling organizational culture and climate, 456-457
 leadership driven by, 456-457
 net, 141
 net present, 351
 nets, 232
 perception of, managing, 141
 pricing based on, 447
 productivity improvement impact on, 427
 proposition, 273-274
 of referrals, 351
 of rewards, 170
 service environment purpose of, 279-286
 service quality perspective based on, 409
 shareholder, 442-443
 tangible/intangible elements adding, 15-16

Vandal jaycustomers, 397-398

Variable costs, 139

Video advertising, 172

Viral marketing, 659

Virtual waits, 259-260

Virtual worlds, 180

Visibility, advertising, 171-172

Visual awakening, 73

Visualization, 168

Vivid information, 168

Voice-recognition technology, 119, 428

Vouchers, 158, 203

W

Waiting
 perceptions of, minimizing, 260-262
 psychology of, 260-262
 queuing and, 255-260
 in restaurants, 260
 as universal phenomenon, 255-256
 virtual, 259-260

Wait list, 258

Walking cost, 614

Weather, 217

Web 2.0, 179

Web sites
 airline reservation, 464
 blog, 183
 social networking, 183
 stickiness of, 175
 TLContact: CarePages Service (case), 653-665

Wheel of loyalty, 354-362

Word of mouth (WOM), 181-183

Y

Yield, 263-264

Yield management. *See* Revenue management

Z

Zero defections, 348

Zones, 360, 43

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