Lecture 4 - Service encounters - reading Palmer Chapter Two

Frameworks - choose two
Blue printing
Dramaturgical
Servicescape
Servuction
Customer experience

What is meant by the service encounter ...

2 customers involvement in the service encounter
Service convenience: extent to which the service provider adapts to consumer needs - 5 types...
Decision
Access
Transaction
Benefit
Post benefit

Blueprinting
Service blueprint: picture or map that accurately portrays the service system (zelham, small)
Useful in designing a service
Helps to visually portray a service showing process if service delivery points of customer contact role of employees
Key blueprint components: customer actions, onstage contact employee actions, backstage contact employee actions, support process
Can be adapted for technology delivered service
Can show the customer as co producer (consumer actions)
Blue printing a full-service restaurant - e.g. Picture on slide

Developing a blueprint
1. Identify the process
2. Identify customer segment
3. Map the process from the customers point of view
4. Map contact employee and/or technology actions
5. 
6.

Dramaturgical
Simultaneous role playing, interaction between service provider and the customer (this fits with the inseparability of the service)
Expectations (linked to quality) associated with roles e.g. Bank employee.
Role expectations may different across segment e.g. Investment advice
Role playing drama may involve game based strategies e.g. Manipulation of customers perception to reality