

Inseparability

- Simultaneous production & consumption
- Importance of service provider

Heterogeneity/Variability

- Standardisation difficult
- Selection, training & rewarding of staff

Perishability

- Consumption cannot be stored
- Match supply and demand
- Use of part time staff

“At Scandinavian Airline (SAS) it is estimated that each year 10 million customers come into contact, with approximately 5 staff for an average of 15 seconds. Thus, SAS is created in the minds of our customers 50 million times a year, 15 seconds at a time. They are the moments of truth when we must prove to our customers SAS is the best alternative”

(Jan Carlzon, formerly CEO of SAS Airlines)

(Insert Services marketing triangle diagram)

Service Quality

Tangibles – Physical features, equipment, appearance

Reliability – Ability to perform the promised service dependably & accurately

Responsiveness – Willingness to help clients & provide prompt service

Assurance – Knowledge, competence, courtesy of employees & their ability to convey trust & confidence (credibility & security)

Empathy – Caring, individualized attention, access, communication, and understanding

SERVQUAL: A survey instrument for assessing quality along the five service dimensions above.

(Make notes on the Servqual sections, refer to lecture slides for additional info)