

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 (Boitman et al)

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 processes

Can be adapted for technology delivery of a 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 differ across segment e.g. Investment advice

Role playing drama may involve game based strategies e.g. Manipulation of customers perception to reality