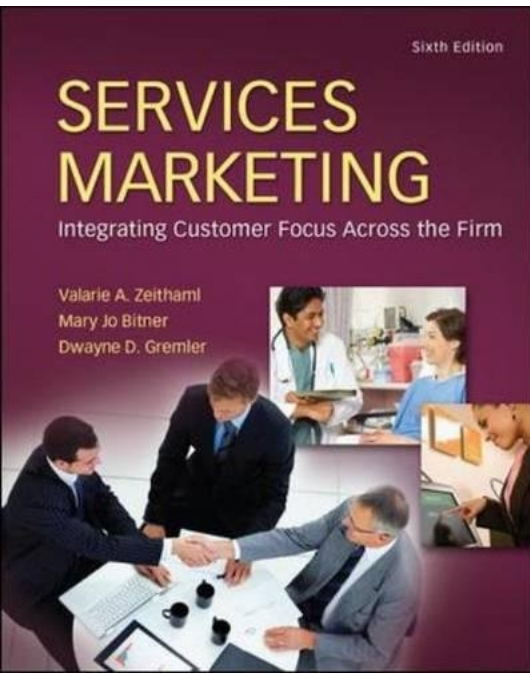


# Services Marketing

Mamurjon Rahimov  
[mrahimov@wiut.uz](mailto:mrahimov@wiut.uz)  
[mamurjon@gmail.com](mailto:mamurjon@gmail.com)

# Customer Expectations of Service (Chapter 3)



# Objectives for Chapter 3: Customer Expectations of Service

- Recognize that customers hold different types of expectations for service performance
- Discuss controllable and uncontrollable sources of customer expectations
- Distinguish between customers' global expectations of their relationships and their expectations of the service encounter
- Acknowledge that expectations are similar for many different types of customers
- Delineate the most important current issues surrounding customer expectations

# INTRODUCTION

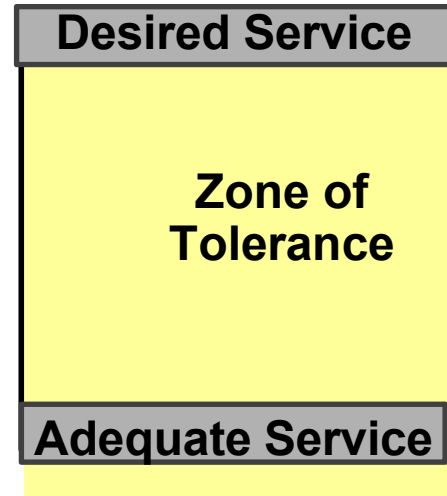
- \* Customer expectations are beliefs about service delivery that function as standards or reference points against which performance is judged.
- \* Because customers compare their perceptions of performance with these reference points when evaluating service quality, thorough knowledge about customer expectations is critical to service marketers.
- \* Zeithaml, Berry and Parasuraman (1993) have put forward a methodology for understanding customer service expectations which recognises that; [A] Customers hold different types of expectations about service (Desired & Adequate Service), [B] Customers are willing to accept a level of variation in service; a so-called Zone of Tolerance exists, [C] Zones of Tolerance vary for different service dimensions and [D] Zones of Tolerance vary for First-time and Recovery Service.

# DEFINITIONS

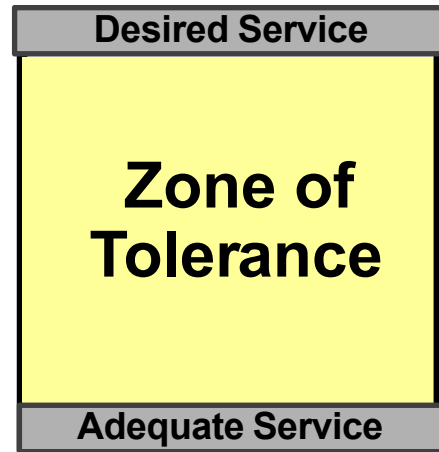
- Customers have different expectations regarding services – or expected service
- Desired service – customer hopes to receive
- Adequate service – the level of service the customer may accept

# Dual Customer Expectation Levels

(Two levels of expectations)



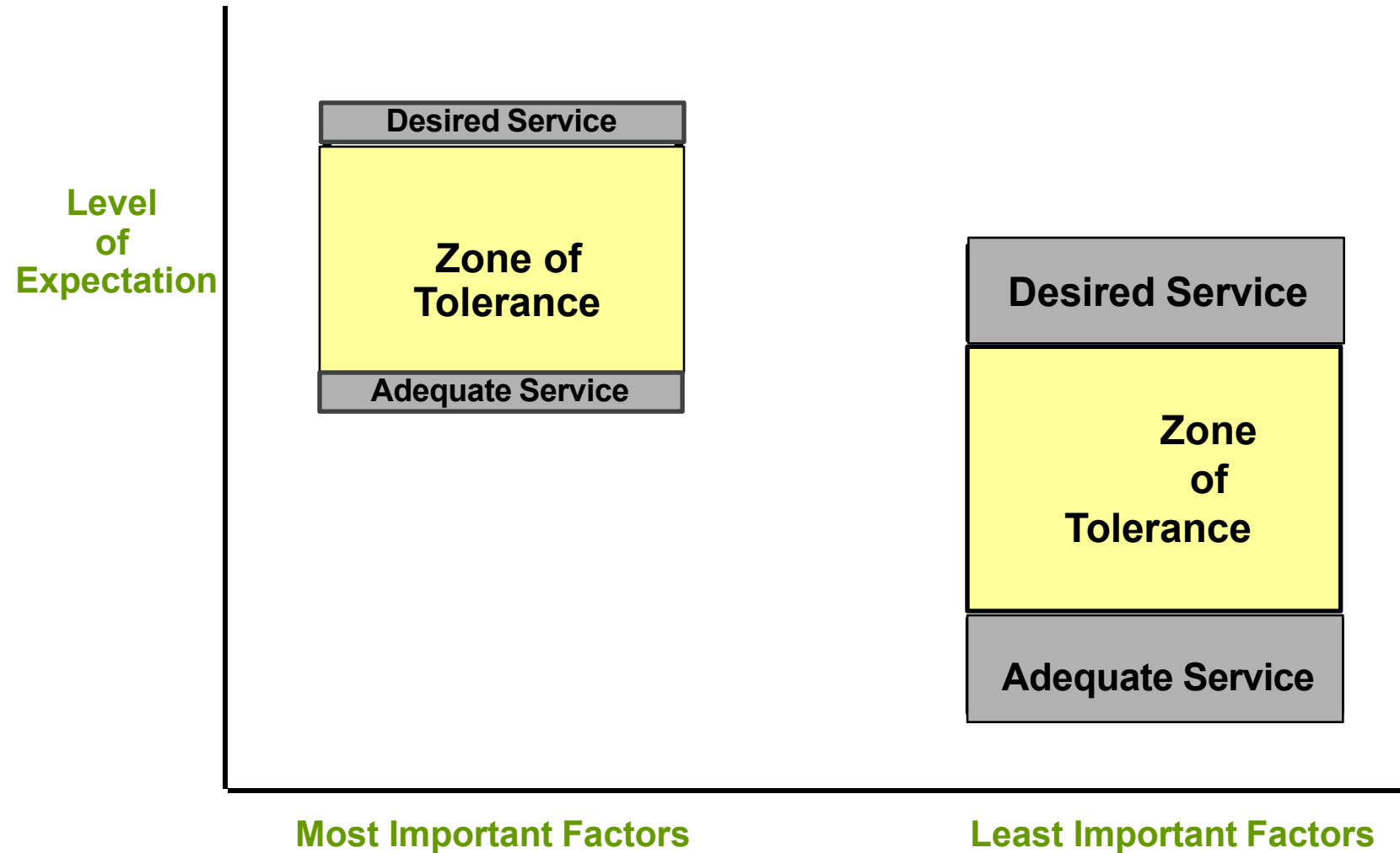
# The Zone of Tolerance



# The Zone of Tolerance: An Example



# Zones of Tolerance VARY for Different Service Dimensions



**Most Important Factors**

**Least Important Factors**

Source: Berry, Parasuraman, and Zeithaml (1993)

# Desired Service



# Adequate Service



Image Courtesy: facebook.com

# Zones of Tolerance VARY for First-Time and Recovery Service

## First-Time Service

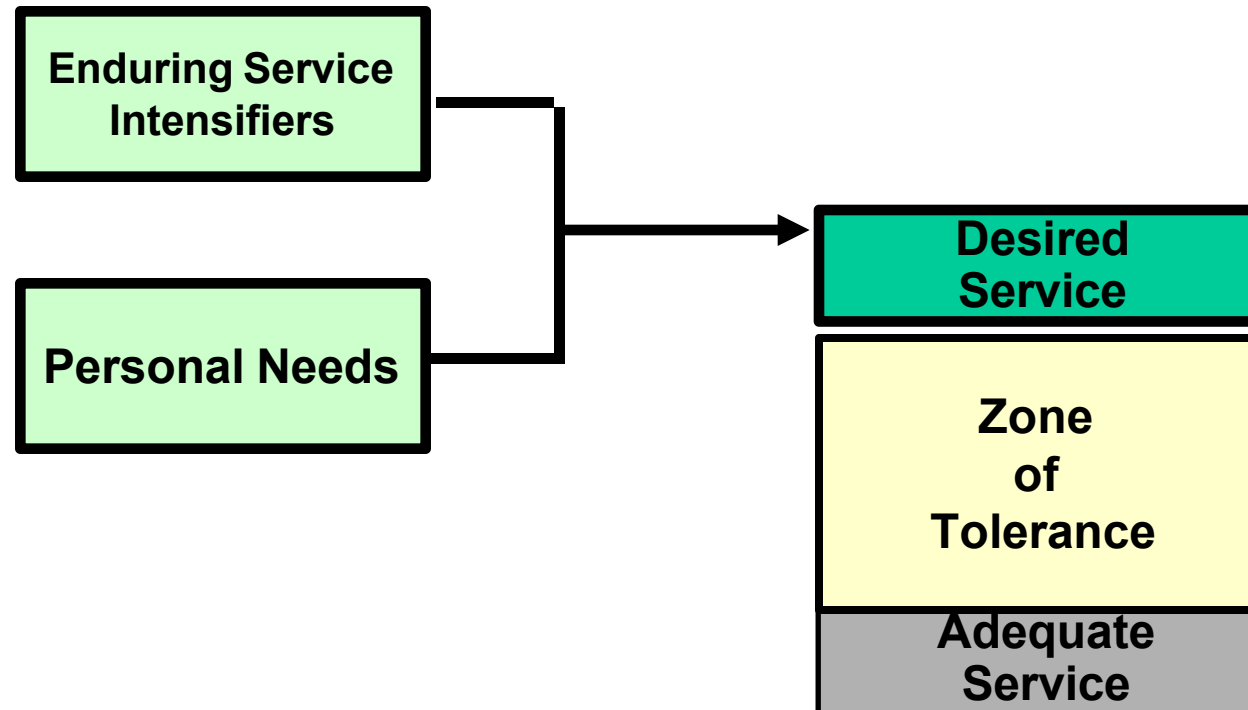


## Recovery Service



Source: Parasuraman, Berry and Zeithaml (1991)

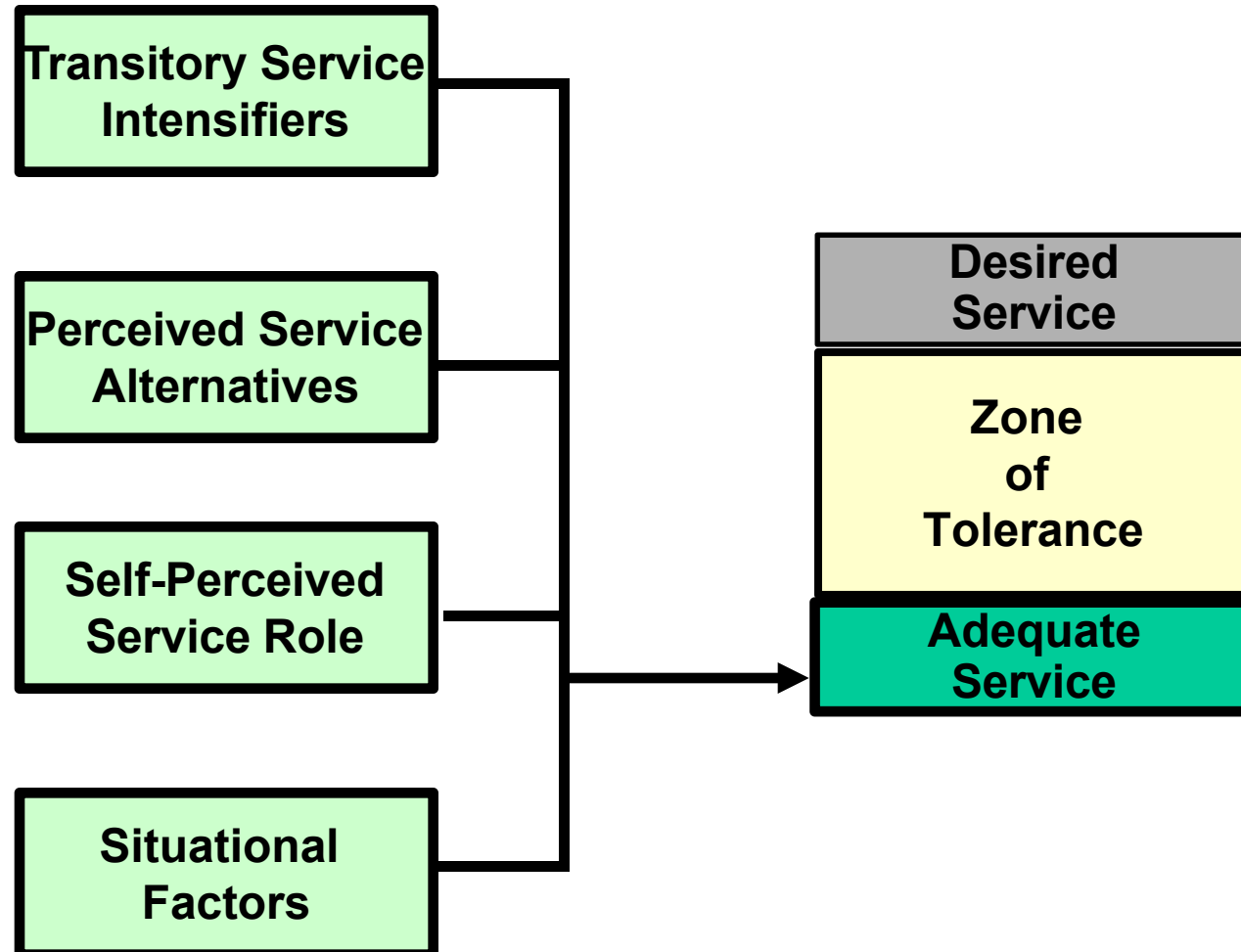
# Factors that Influence Desired Service



# Personal Needs and Service Intensifiers

- Personal needs include physical, social, psychological categories
- Enduring service intensifiers are individual, stable factors that lead to heightened sensitivity to service  
This can further divided into Derived Service Expectations and Personal service Philosophies

# Factors that Influence Adequate Service



# Enduring Service Intensifiers

- Enduring Service Intensifiers are long term individual factors that make a customer more aware of the need for good service and the quality of service received e.g. personal service philosophy, derived Service expectations (family, peers, experience, education)

-



# Transitory Service Intensifiers

- Transitory Service Intensifiers are temporary, usually short-term, individual factors that make a customer more aware of the need for service e.g. breakdown in office equipment during a busy period, auto insurance when car has been written off.



# Perceived Service Alternatives

- Perceived Service Alternatives are other providers from whom the customer can obtain service. If customers have multiple service providers to choose from, or if they can provide the service for themselves, their levels of adequate service are higher than those of customers who believe it is not possible to get better service elsewhere.



# FACTORS THAT INFLUENCE CUSTOMER EXPECTATIONS OF SERVICE

Service expectations are formed by many uncontrollable factors, from the experience of customers with other companies and their advertising to a customer's psychological state at the time of service delivery.



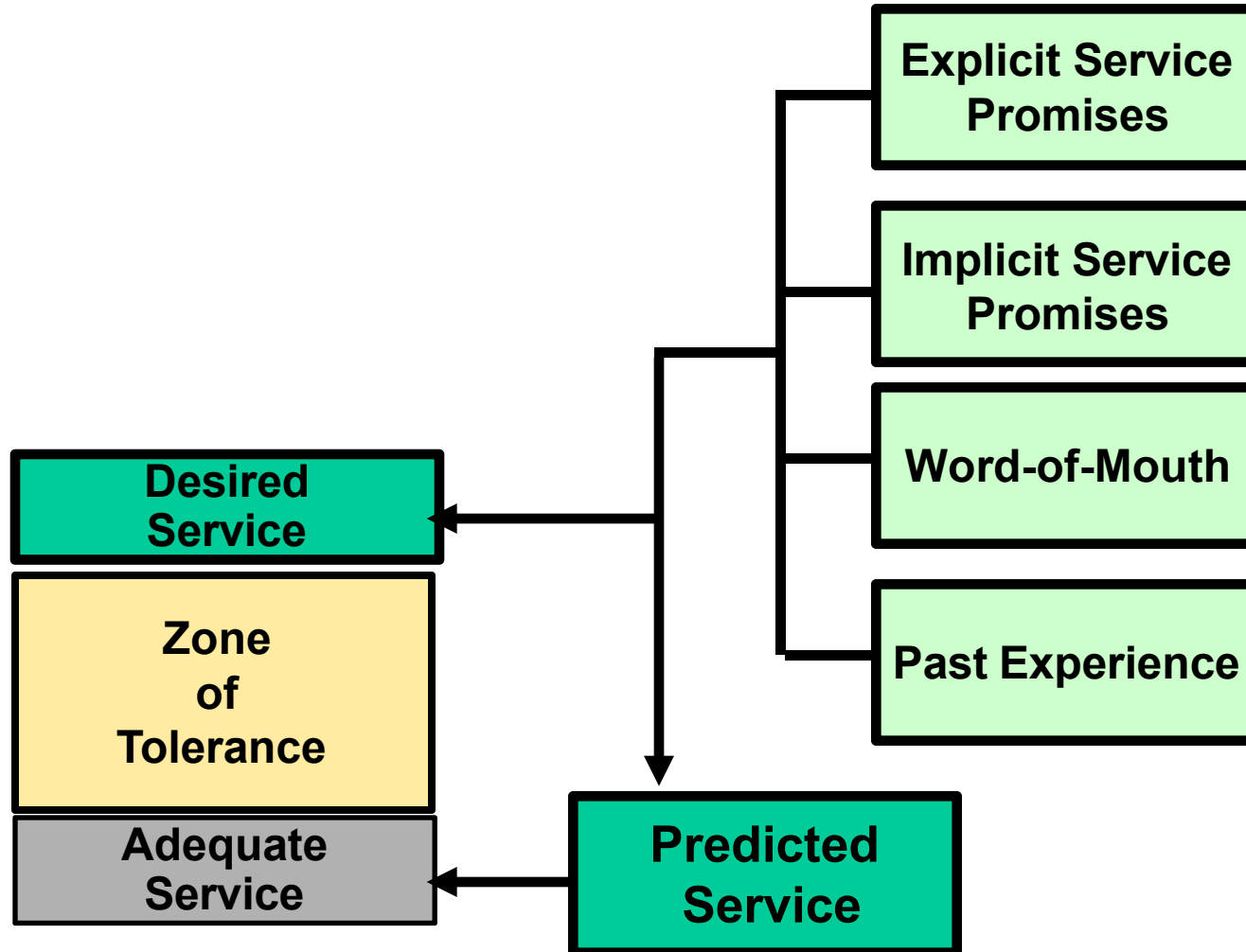
# FACTORS THAT INFLUENCE CUSTOMER EXPECTATIONS OF SERVICE

Strictly speaking, what customers expect is as diverse as their education, values and experience.





# Factors that Influence Desired and Predicted Service



# Explicit Service Promises

- Explicit Service Promises are personal and non-personal statements about the service made by the organisation to customers. The statements are *personal* when they are communicated by salespeople or service or repair personnel. They are *non-personal* when they come from advertising, brochures or other written publications. Explicit service promises are one of the few influences on expectations that are completely in the control of the service provider.



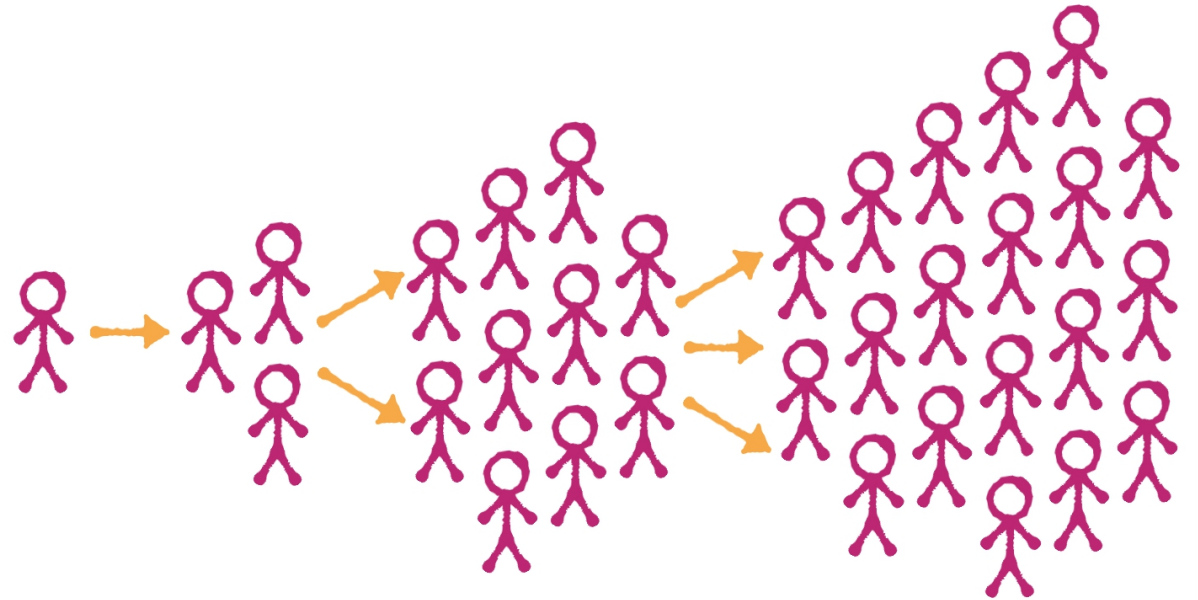
# Implicit Service Promises

- Implicit Service Promises are service-related cues other than explicit promises that lead to inferences about what the service should and will be like. These quality cues are dominated by price and the tangibles associated with the service. In general, the higher the price and the more impressive the tangibles, the more a customer will expect from the service.
- \$1000 pizza in NYC



# The importance of Word-of-Mouth

- The importance of Word-of-Mouth (WOM) Communication in shaping expectations of service is well documented. These personal and sometimes non-personal statements made by parties other than the organisation convey to customers what the service will be like and influence both predicted and desired service. WOM tends to be very important in services that are difficult to evaluate before purchase and direct experience of them.



# Past Experience

- Past Experience, the customer's previous exposure to service that is relevant to the focal service, is another force in shaping predictions and desires. In a general sense, past experience may incorporate previous experience with the focal brand, typical performance of a favourite brand, experience with the brand last purchased or the top-selling brand, as well as the average performance a customer believes represents a realistic level of service to expect.



# CURRENT ISSUES INVOLVING EXPECTATIONS OF SERVICE CUSTOMERS

Four key questions are at the forefront of modern services marketing:

- i. What does a service marketer do if customer expectations are “unrealistic”?
- ii. How does a company exceed customer service expectations?
- iii. Do customer service expectations escalate?
- iv. How does a service company stay ahead of competition in meeting customer expectations?

# References:

- **Textbook:** Zeithaml, Valarie, Mary Jo Bitner, and Dwayne Gremler (2013), **Services Marketing** 6th International Edition, Irwin/McGraw-Hill Publishing. (Other editions will also work, but you are responsible to compare your edition to the 6th - because the syllabus was written for the 6th edition.)
- Printed cases will be provided each week and also will be posted on the Module Intranet page prior to seminars.

**THANK YOU FOR YOUR  
ATTENTION!**



# WESTMINSTER

INTERNATIONAL UNIVERSITY IN TASHKENT

