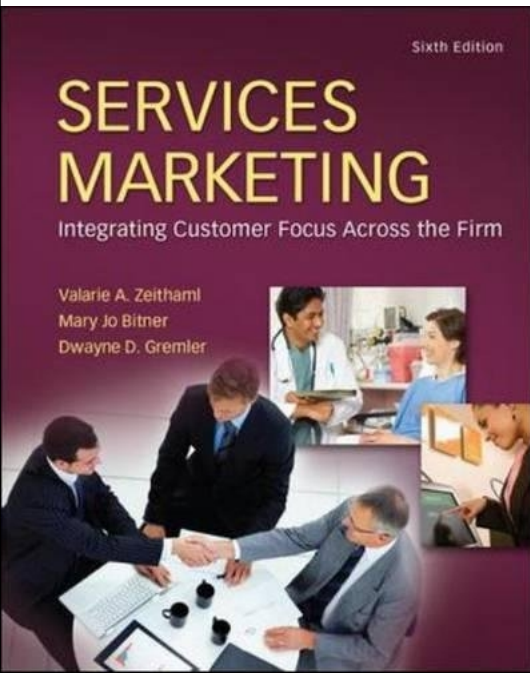


Services Marketing

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Listening to Customers through Research (Chapter 5)



Objectives for Chapter 5:
**Understanding Customer Expectations
and Perceptions through
Marketing Research**

- Present the types of and guidelines for marketing research in services
- Show the ways that marketing research information can and should be used for services
- Describe the strategies by which companies can facilitate interaction and communication between management and customers
- Present ways that companies can and do facilitate interaction between contact people and management

Common Research Objectives for Services



- To identify dissatisfied customers

Common Research Objectives for Services



Amazement is in the details!

To discover customer requirements or expectations

Common Research Objectives for Services



To monitor and track service performance

Common Research Objectives for Services



“My evaluation is based on peeking through the blinds.”

To assess overall company performance compared to competition

Common Research Objectives for Services



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To assess gaps between customer expectations and perceptions

Common Research Objectives for Services



Great customer service means nothing without a great customer experience.

To gauge effectiveness of changes in service

Common Research Objectives for Services



To appraise service performance of individuals and teams for rewards

Common Research Objectives for Services



Customers don't like scripted robotic interactions. They want personalized and unique experiences.

To determine expectations for a new service

Common Research Objectives for Services



To monitor changing expectations in an industry

Common Research Objectives for Services



To forecast future expectations

Criteria for An Effective Services Research Program

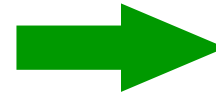


Portfolio of Services Research

Research Objective

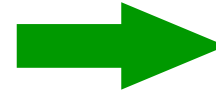
Type of Research

Identify dissatisfied customers to attempt recovery;
identify most common categories of service failure
for remedial action



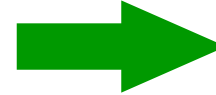
**Customer Complaint
Solicitation**

Assess company's service performance compared to
competitors; identify service-improvement priorities; track
service improvement over time



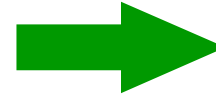
"Relationship" Surveys

Obtain customer feedback while service experience is still
fresh; act on feedback quickly if negative patterns develop



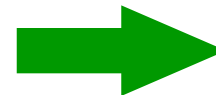
Post-Transaction Surveys

Use as input for quantitative surveys; provide a
forum for customers to suggest service-improvement
ideas



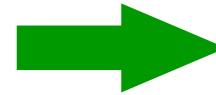
Customer Focus Groups

Measure individual employee service behaviors for use in
coaching, training, performance evaluation, recognition and
rewards; identify systemic strengths and weaknesses in
service



**"Mystery Shopping" of
Service Providers**

Measure internal service quality; identify employee-
perceived obstacles to improve service; track
employee morale and attitudes



Employee Surveys

Determine the reasons why customers defect



To forecast future expectations of customers
To develop and test new service ideas



**Lost Customer Research
Future Expectations Research**

Customer Complaint Solicitation



“We’re seeing a significant drop in customer complaints since we stopped answering our phones.”

Customer Focus Groups

BRAND CAMP

by Tom Fishburne

THE "FOCUS GROUP
OF ONE" SYNDROME

I DON'T CARE WHAT
THE DATA SAYS...
MY NEIGHBOR'S KID
EATS THIS PRODUCT,
AND HE THINKS...



1/20/03

www.skydeckcartoons.com

“Mystery Shopping” of Service Providers



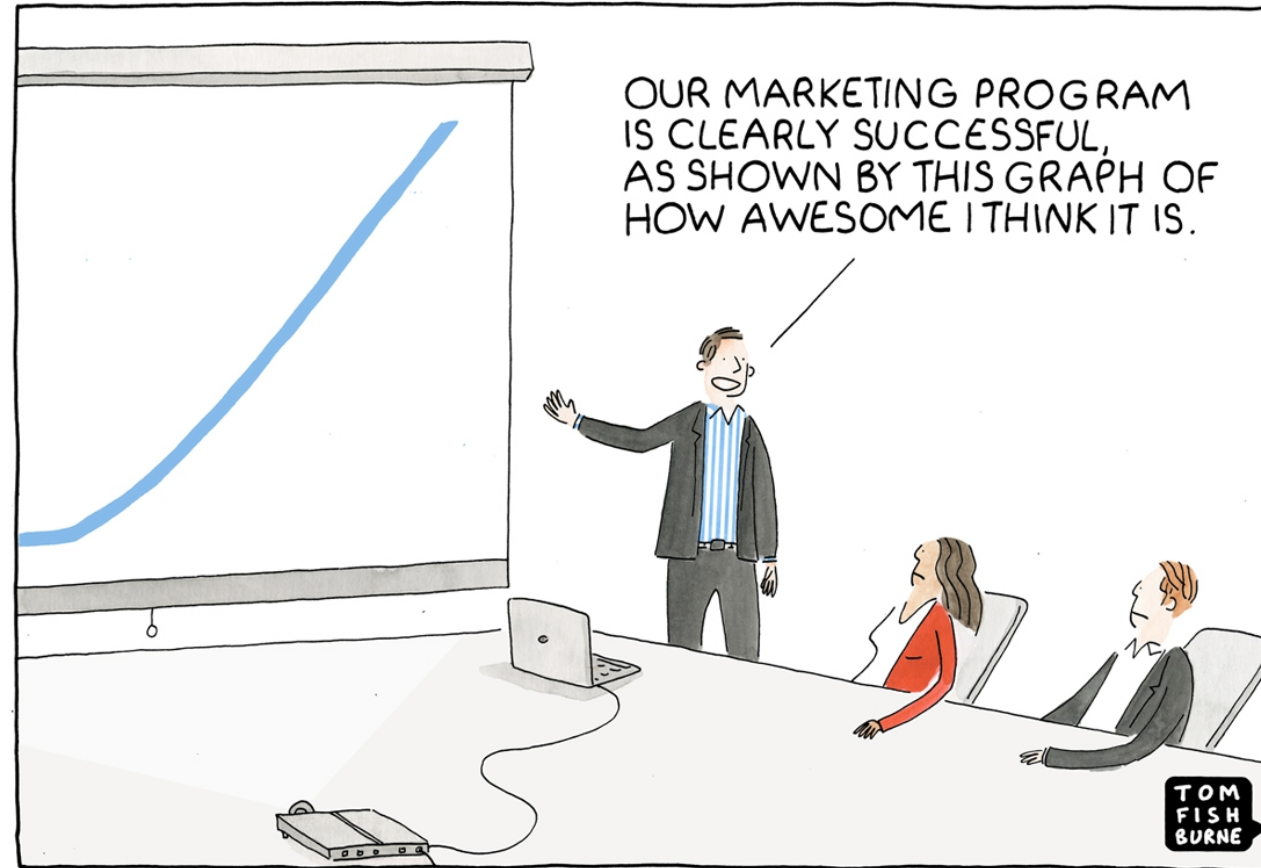
Stages in the Research Process



"You bring up an important concern, but I'm looking for a problem that better fits my preconceived solution."

Stage 1 : Define Problem

Stages in the Research Process



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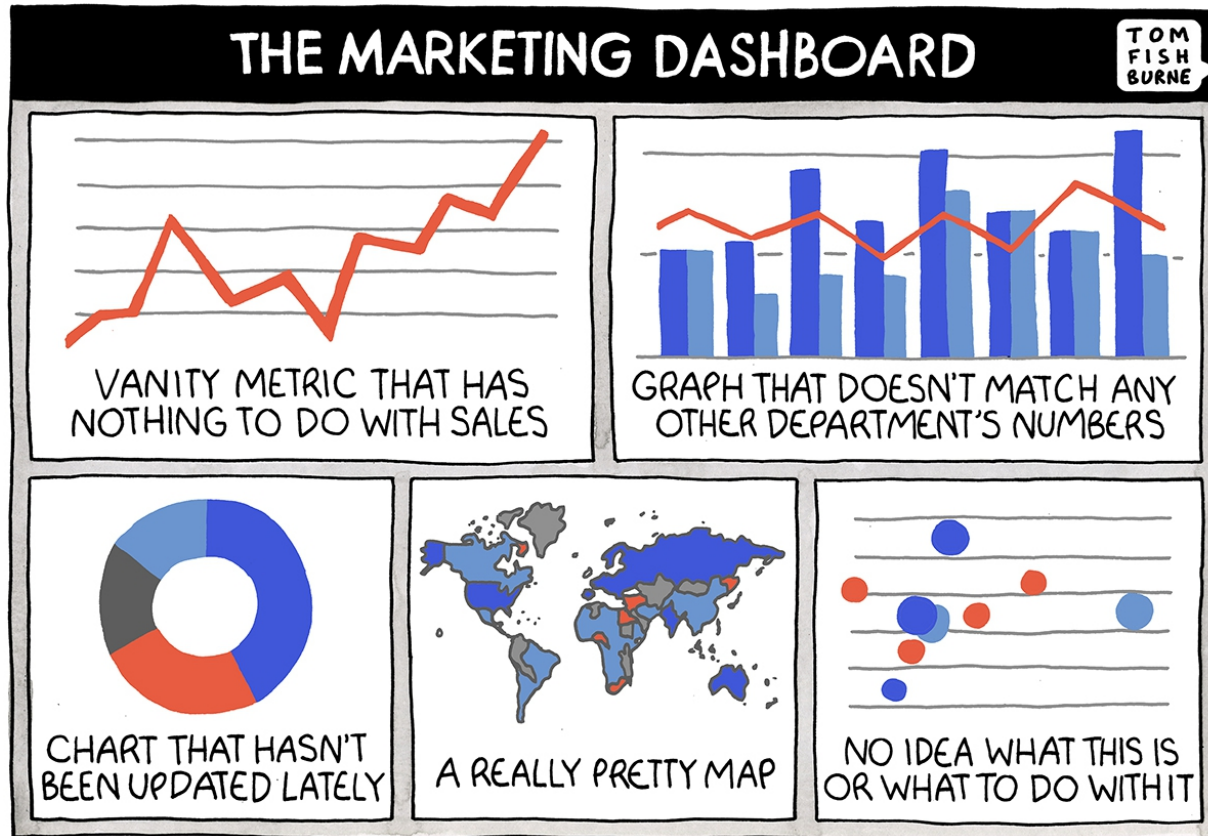
Stage 2 : **Develop Measurement Strategy**

Stages in the Research Process



Stage 3 : Implement Research Program

Stages in the Research Process



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Stage 4 : Collect and Tabulate Data

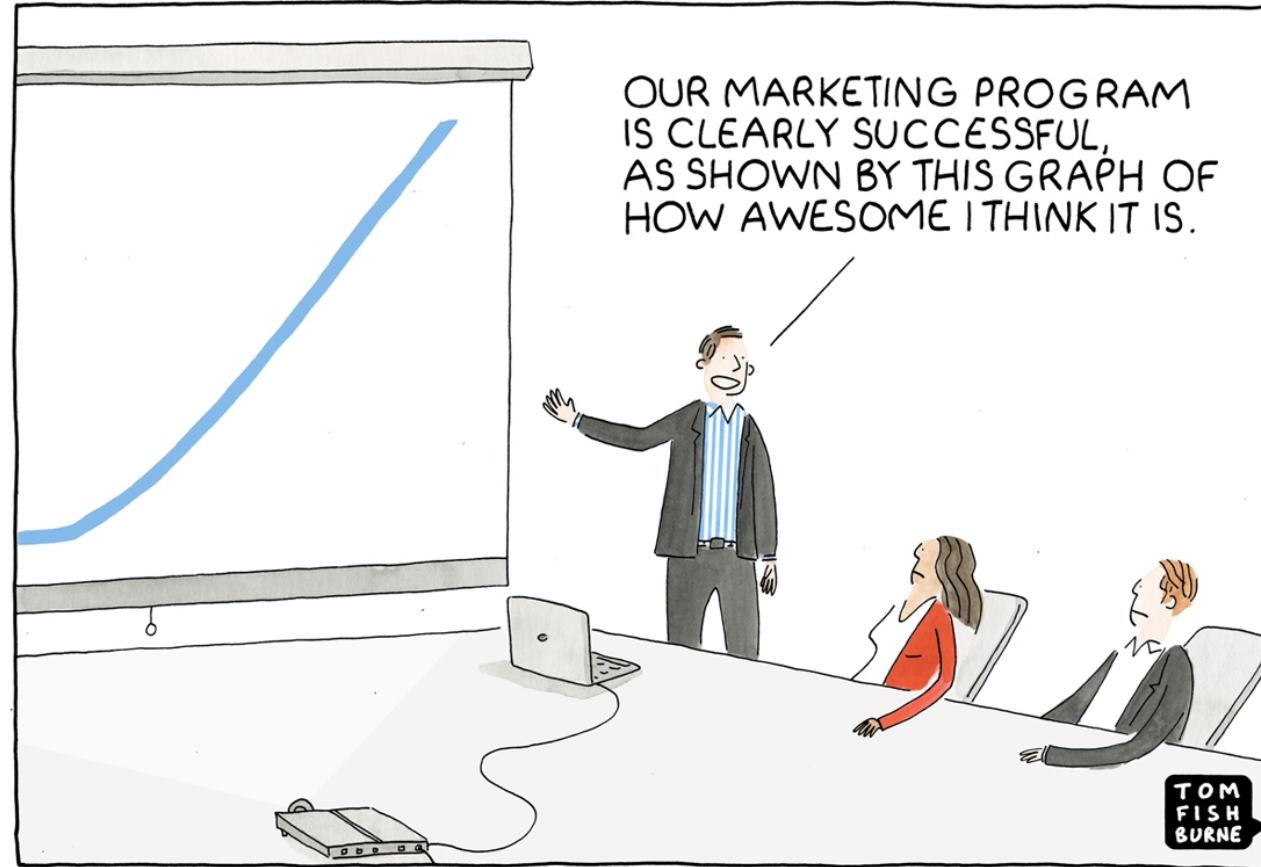
Stages in the Research Process



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Stage 5 : Interpret and Analyze Findings

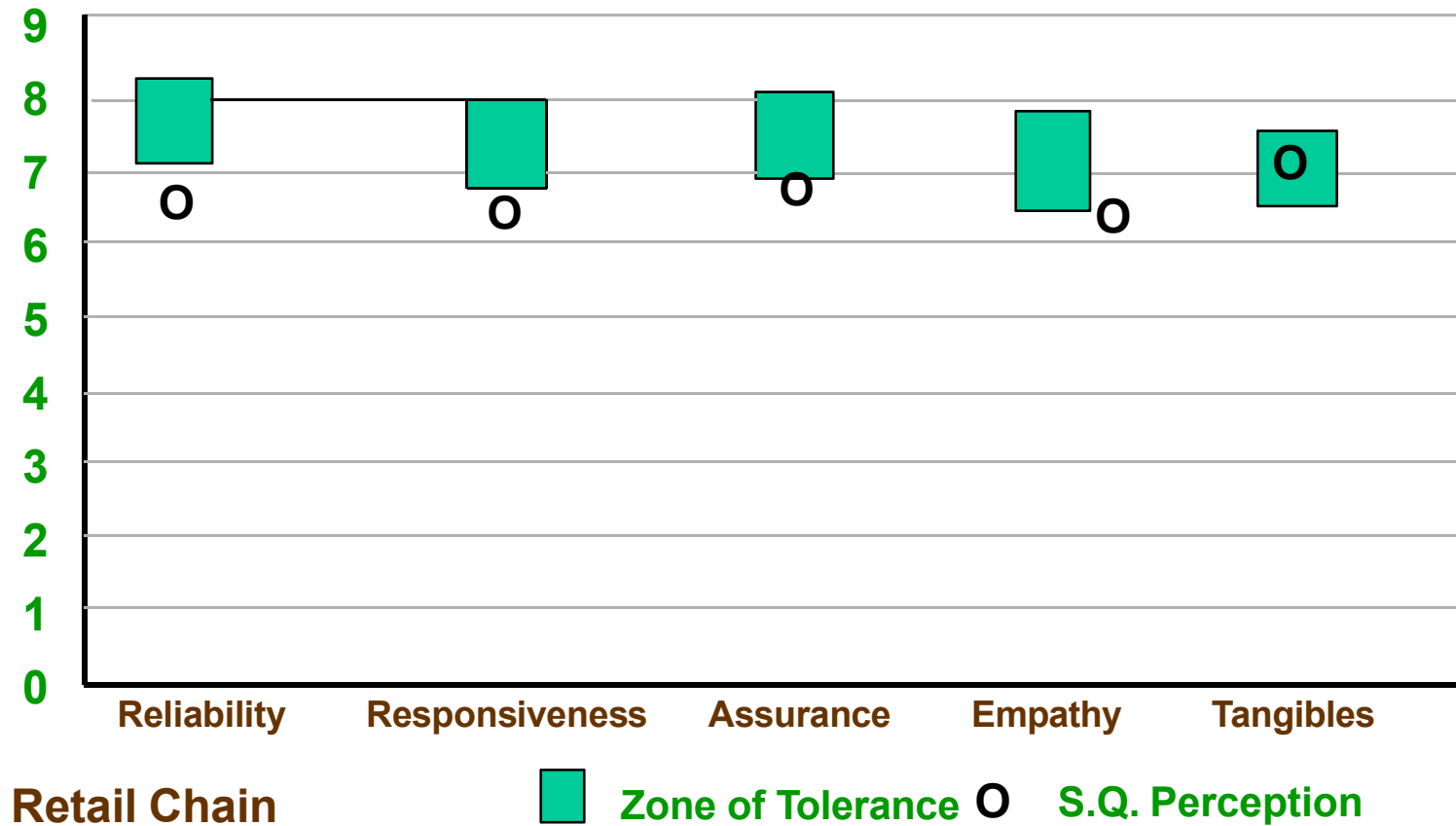
Stages in the Research Process



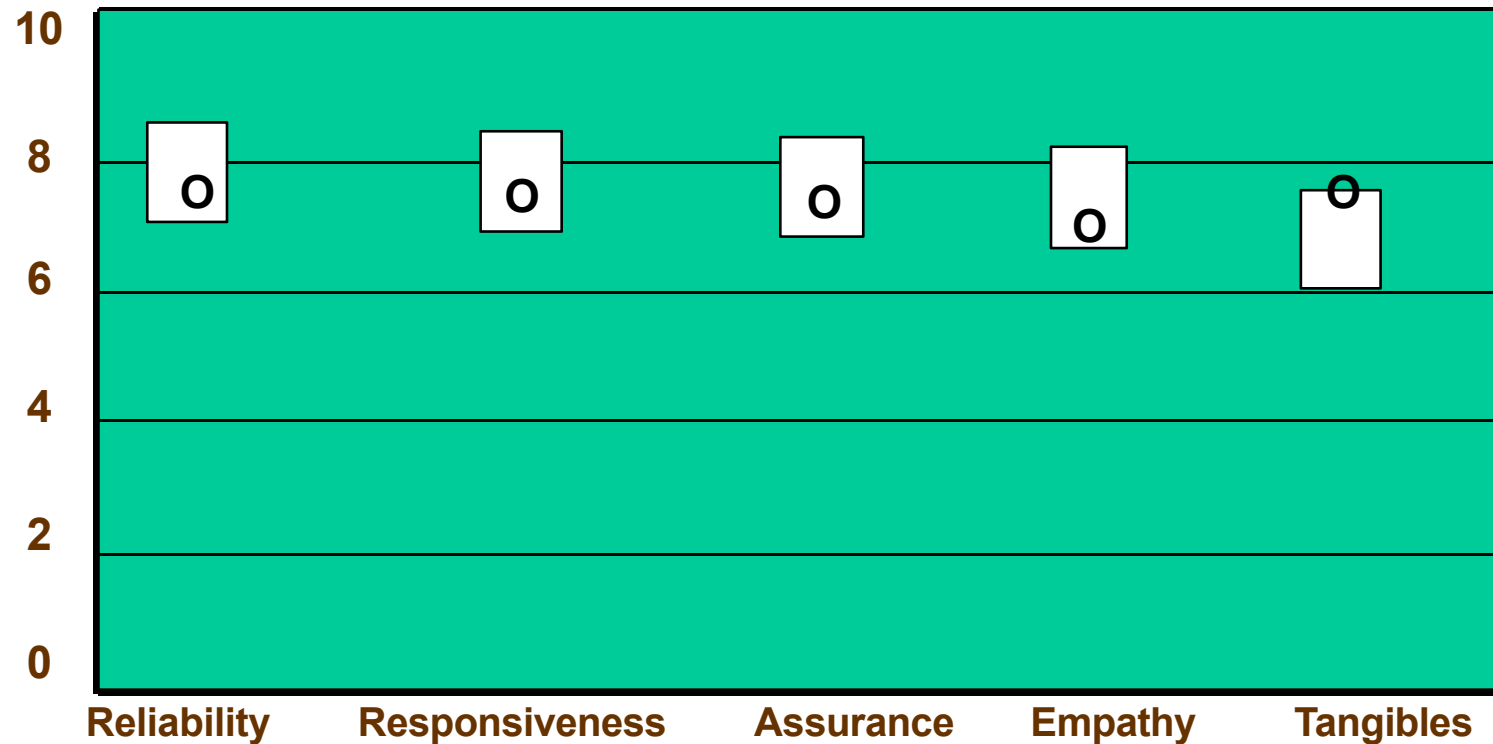
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Stage 6 : Report Findings

Service Quality Perceptions Relative to Zones of Tolerance by Dimensions



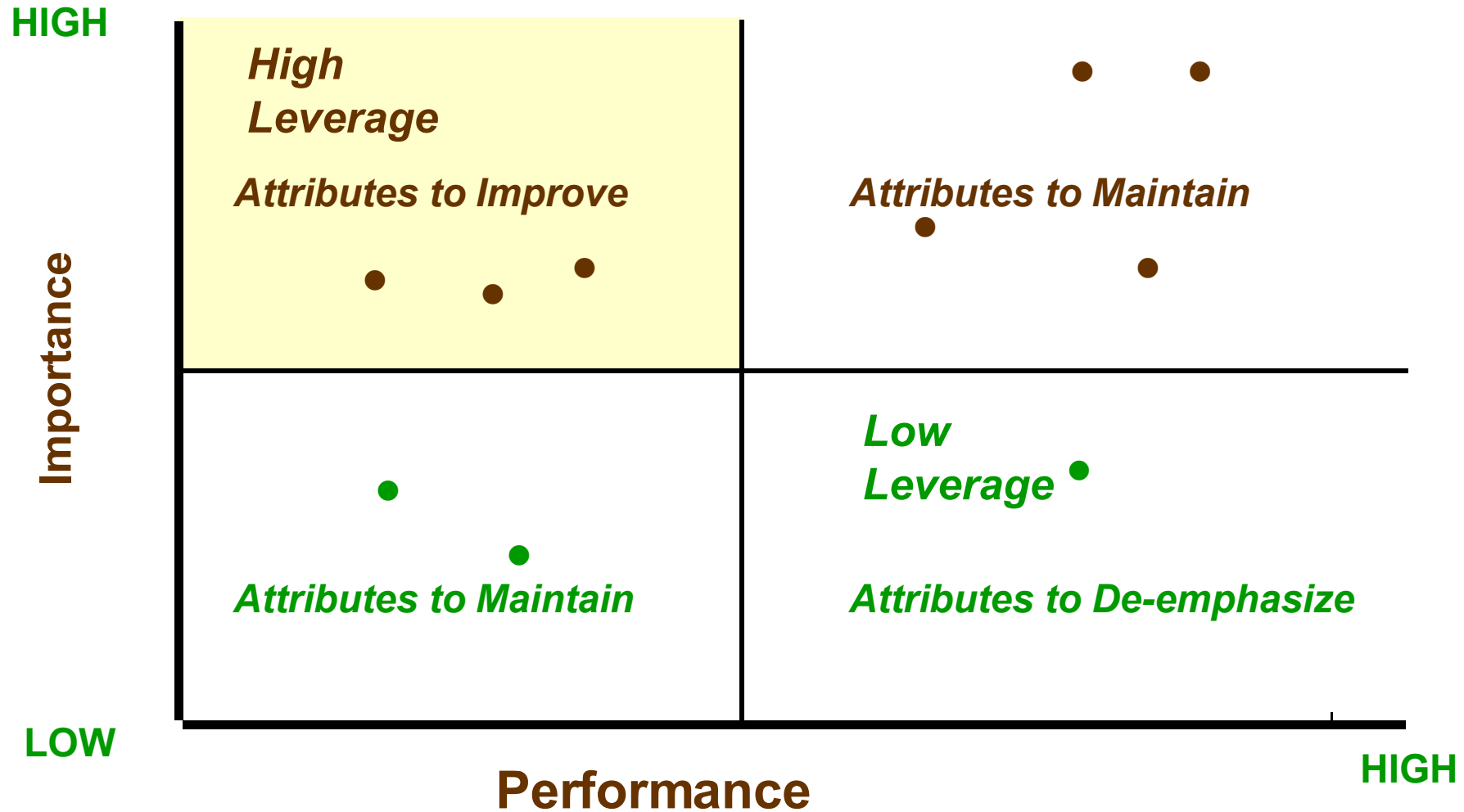
Service Quality Perceptions Relative to Zones of Tolerance by Dimensions



**Computer
Manufacturer**

□ Zone of Tolerance ○ S.Q. Perception

Importance/Performance Matrix



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!**



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