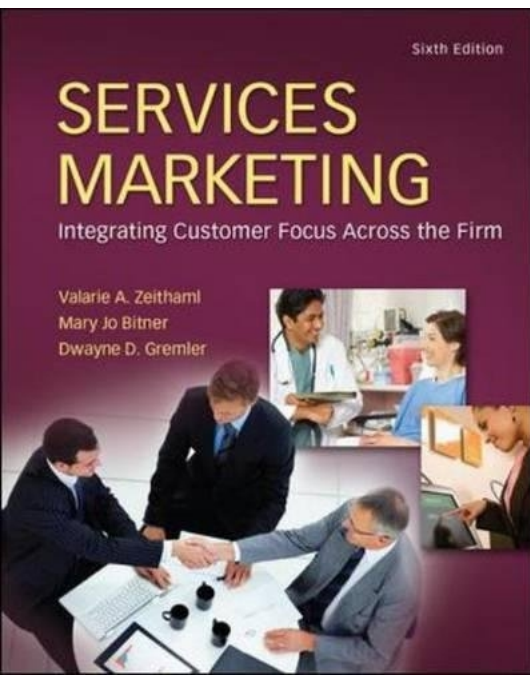


Services Marketing

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INTEGRATED SERVICES MARKETING COMMUNICATIONS (Chapter 14)

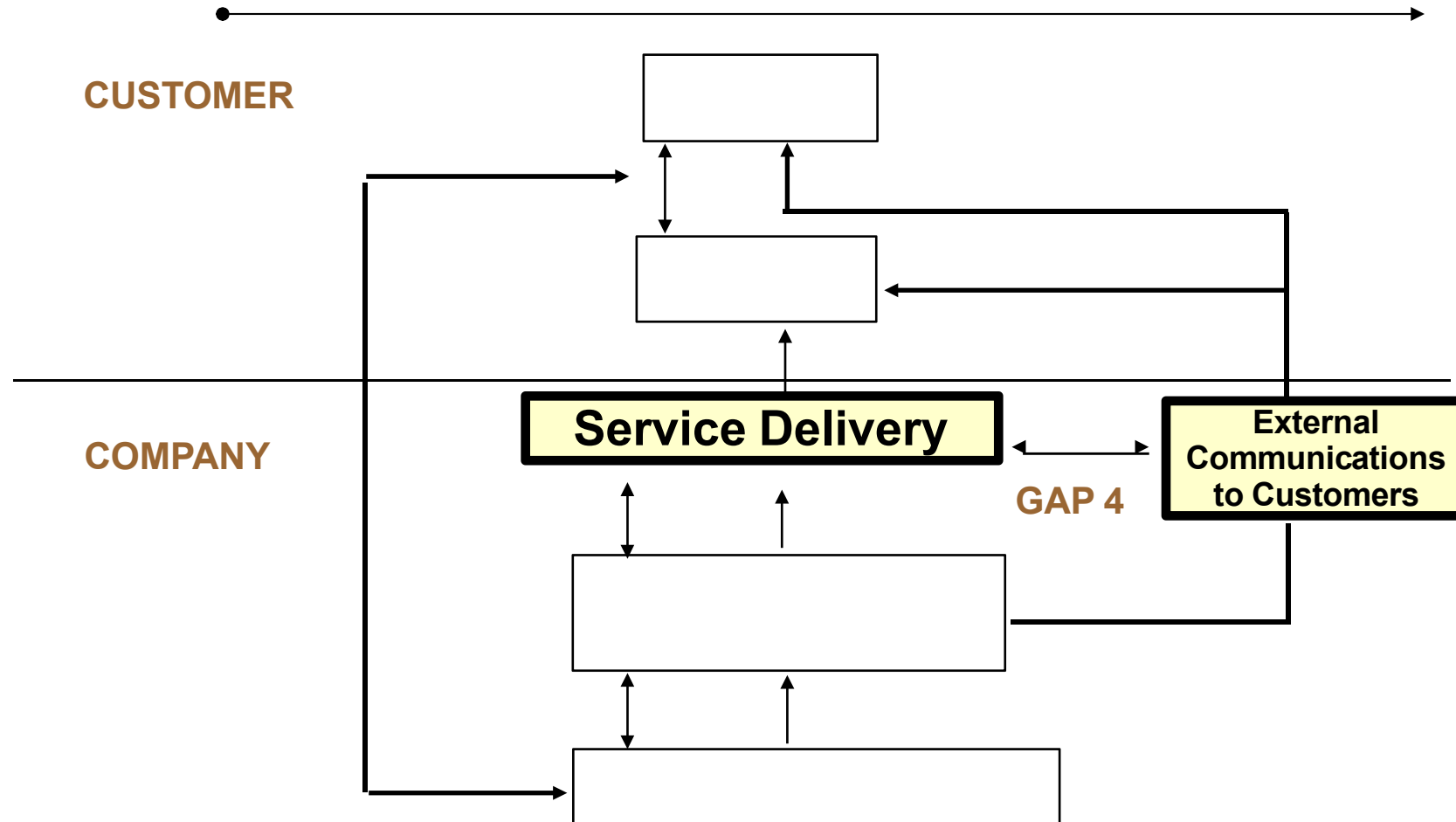


Objectives for Chapter 14:
Integrated Services Marketing
Communications



- Introduce the concept of Integrated Services Marketing Communication
- Discuss the key reasons for service communication problems
- Present four key ways to integrate marketing communication in service organizations
- Present specific strategies for managing promises, managing customer expectations, educating customers, and managing internal communications
- Provide perspective on the popular service objective of exceeding customer expectations

Provider GAP 4



The most important formula in Marketing

$$CS = P - E$$

CS=Customer Satisfaction

P = Performance

E = Expectations

MOBILE APP EXCLUSIVE

\$1
SMALL

Shamrock Shake



 **MOBILE
ORDER
& PAY**

*At participating
McDonald's
locations via
mobile app
orders on March
17, 2021 ONLY

DUNYO
AYOLLAR VA BOLALAR
KIYIMLARI

MILLIY VA EVROPA TAOMLARI

ЛИБОСЛАРИ
• САРПОЛАР • ГАЗЛАМАЛАР •
КАВАТДА



LAVASH

LAVASH KOT-DOG

DUNYO
ERKAKLAR SALONI

ARAB TILI
+998 90 222 78 28 +998 93 267 78 28

MATEMATIKA • BIOLOGIYA
ONA TILI • FIZIKA
90 222 78 28 93 267 78 28

DUNYO ERKAKLAR SALONI

UNDER PROMISE

AND

OVER DELIVER

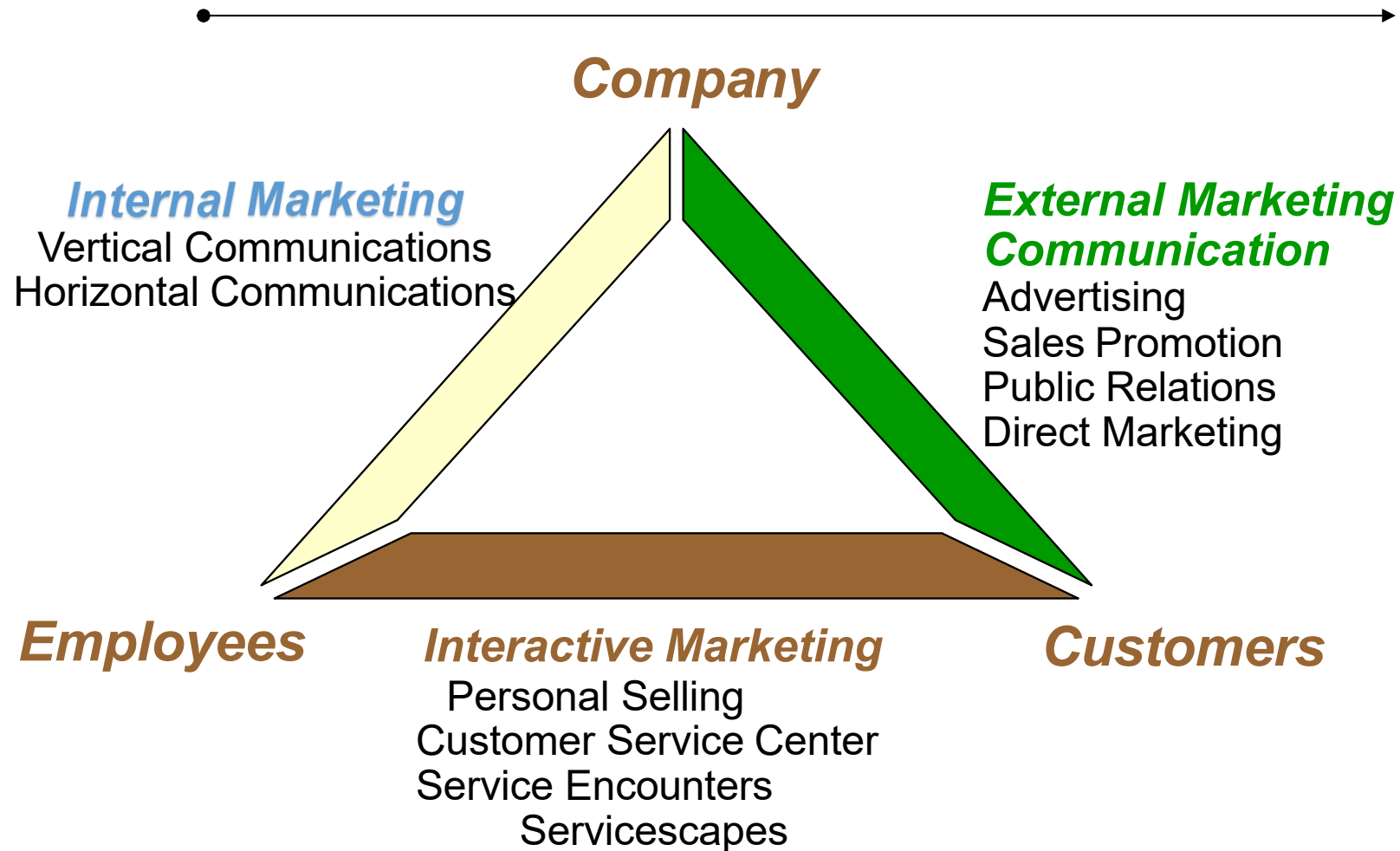
ALWAYS SET EXPECTATIONS
SO YOU CAN MEET AND EXCEED THEM

Definition

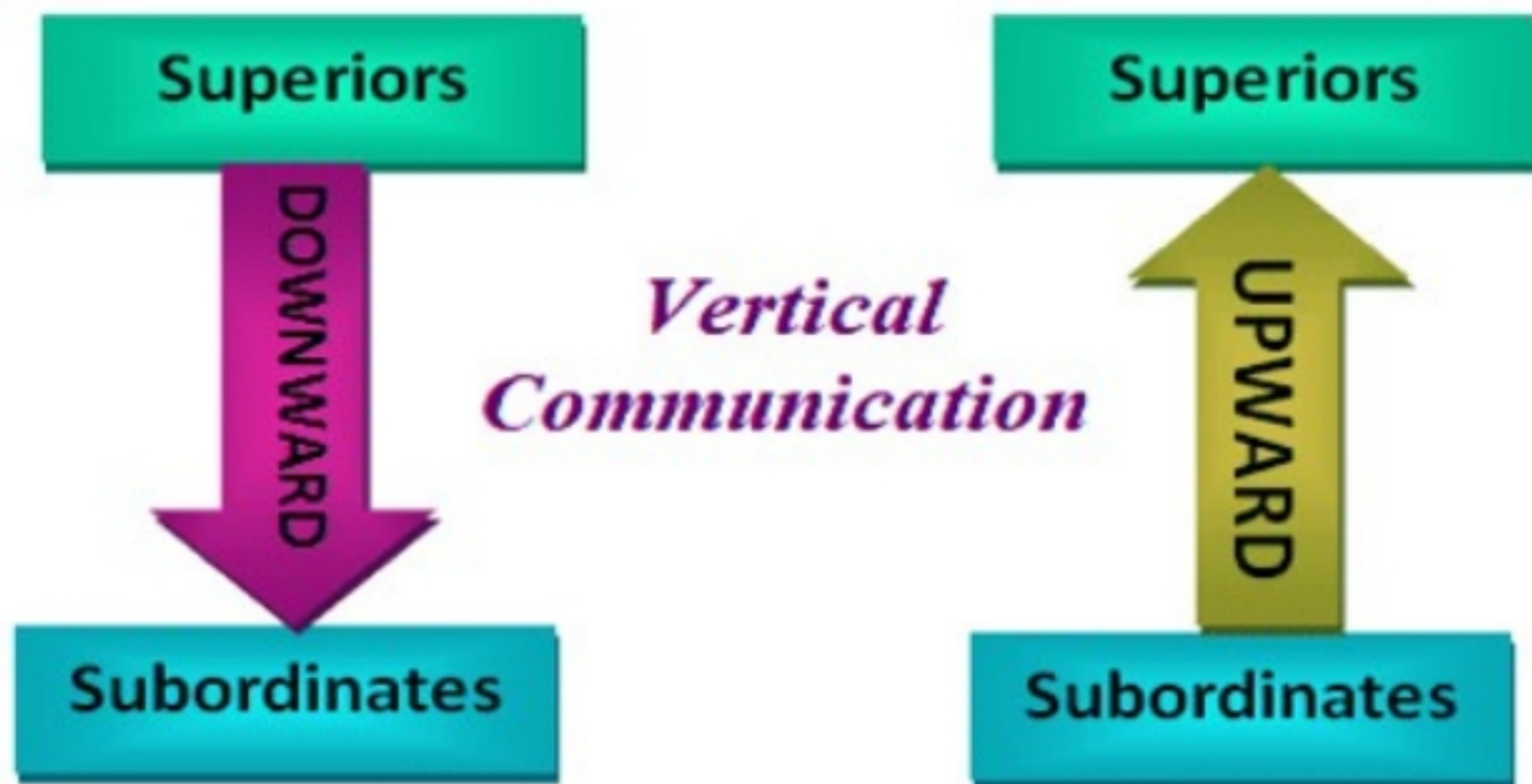
- The definition of “underpromise and overdeliver” is a strategy in which product or service providers aim for superior customer service by doing more than they originally said they would do.



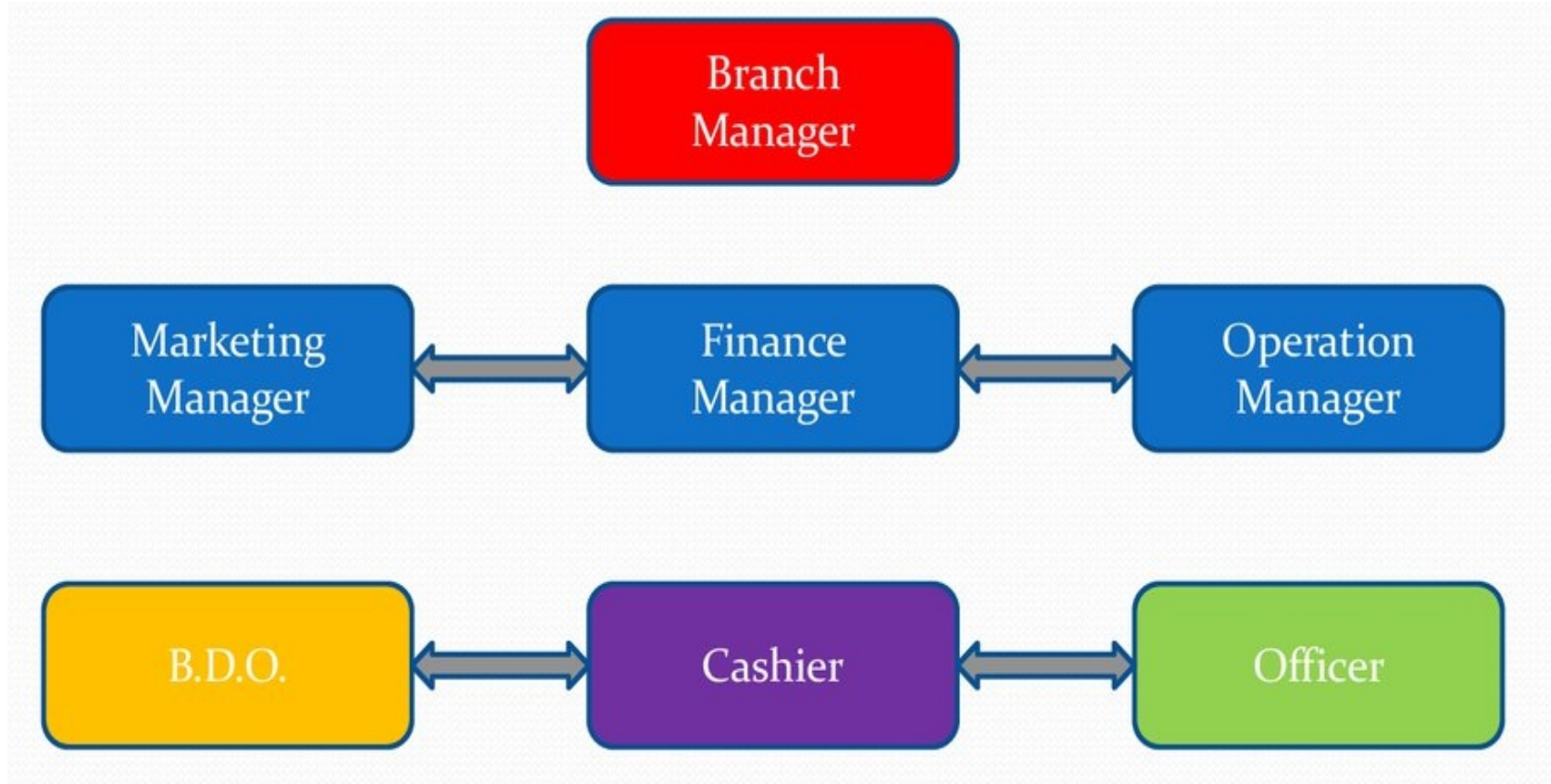
Communications and the Services Marketing Triangle



Source: Parts of model adapted from work by Christian Gronroos and Phillip Kotler



Horizontal Communication at a Bank



Integrating Services Marketing

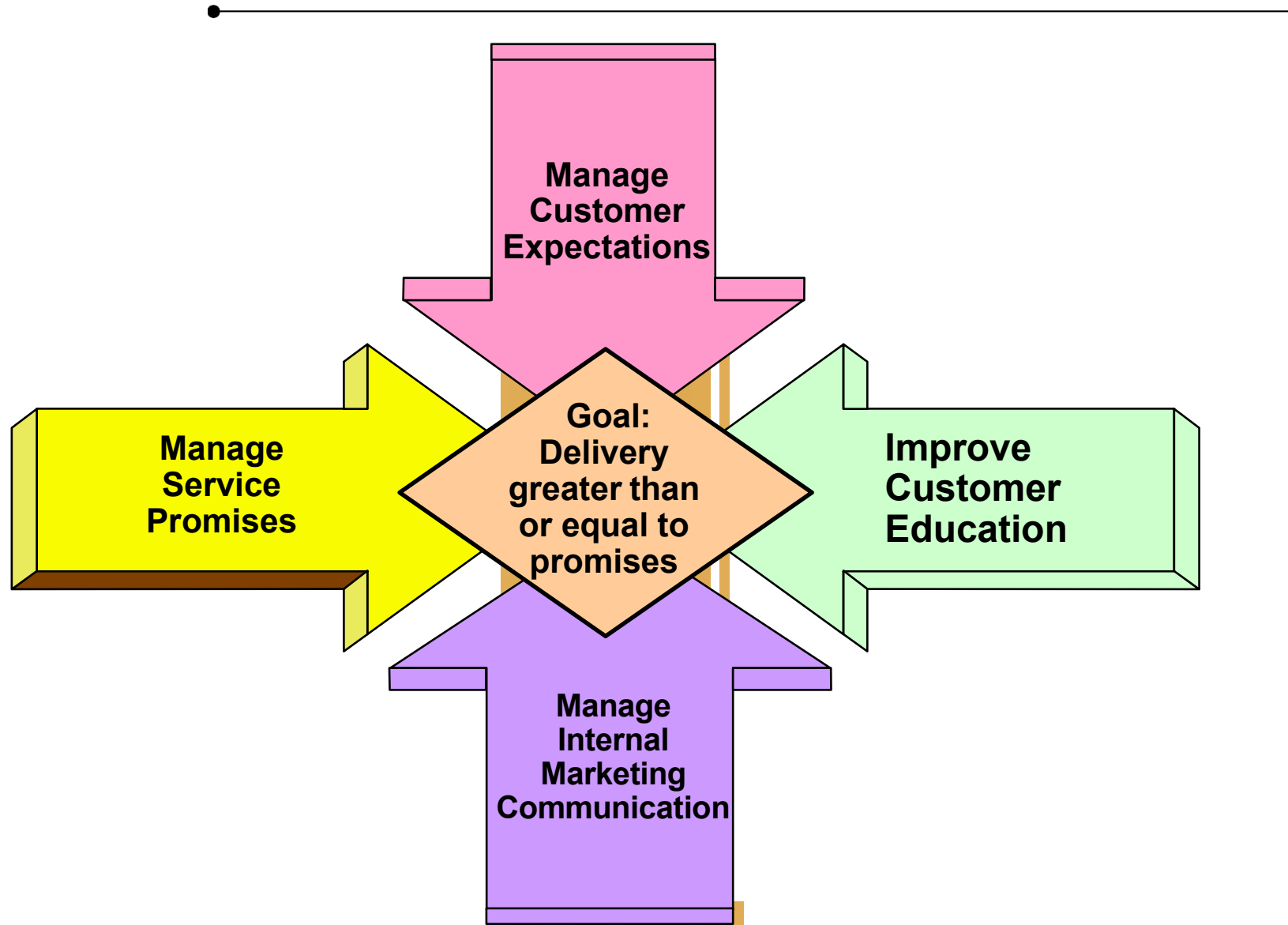
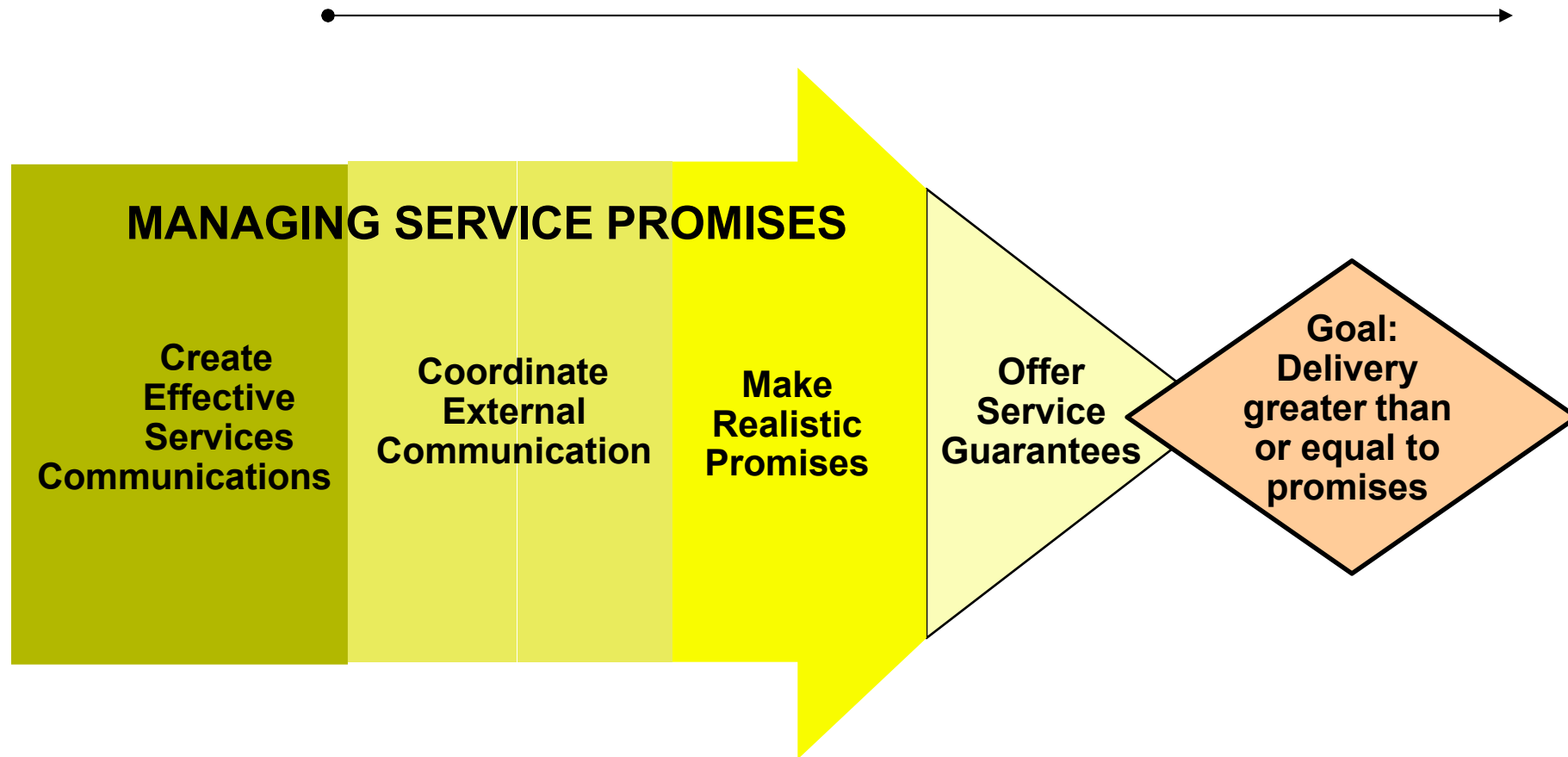


Figure 15-4

Approaches for Managing Service Promises



artel

LED TV 43 109cm



artel

TV SET

LED TV

3 FULL
FREE
YEARS WARRANTY

43" | 109 cm

FRONT
3 11



DOLBY DIGITAL PLUS | FULL HD 1080 | DVB-DVB | DVB-T (IS) | **USB** | **HDMI**

artel
SERVICE

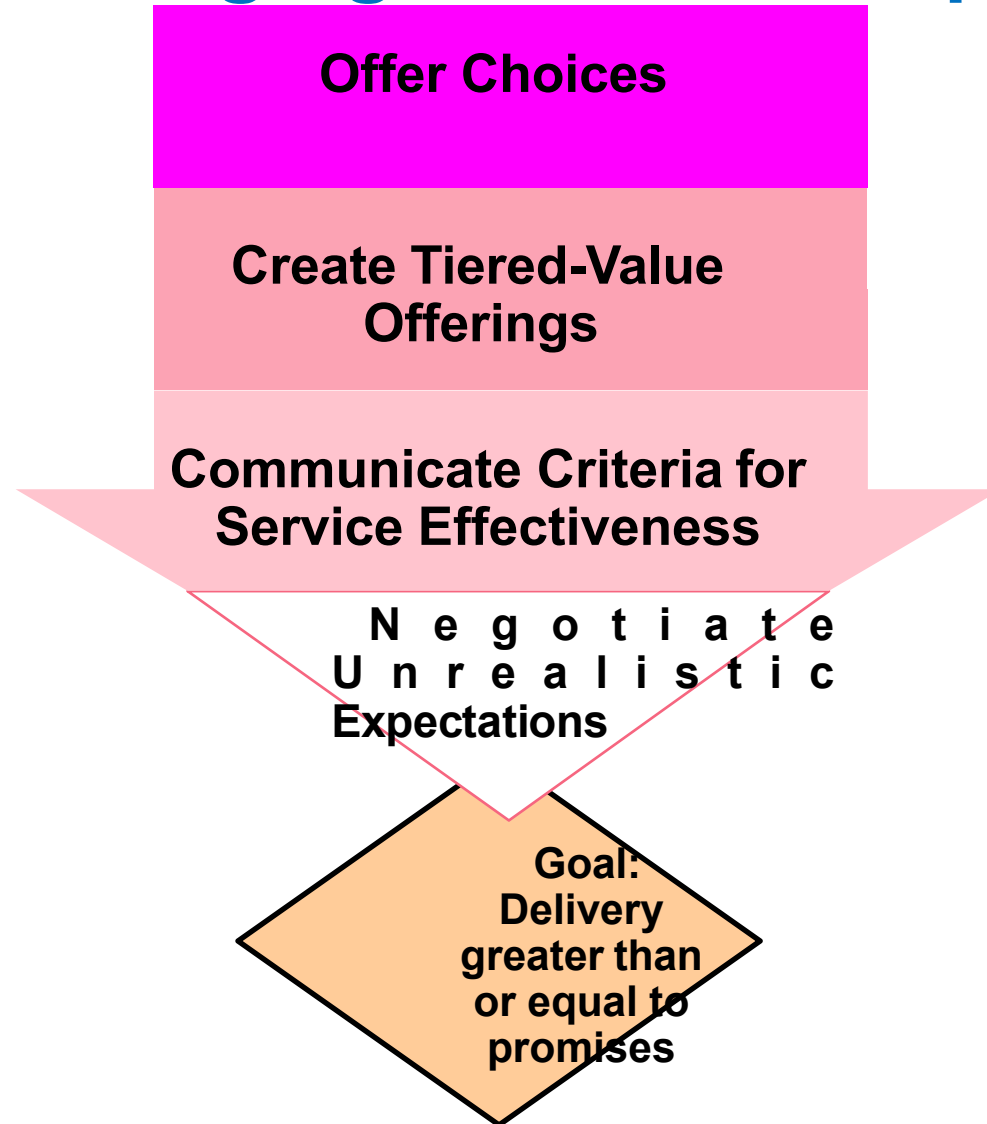


An Example of Service Guarantees



Friendly service, clean rooms, comfortable surroundings, every time.
If you're not satisfied, we don't expect you to pay.
That's our commitment & your guarantee. That's 100% Hampton.

Approaches for Managing Customer Expectations





AMERICAN EXPRESS



7997

MEMBER SINCE
06

PHILIPPE S BAER

© 2002

AMERICAN EXPRESS

AMERICAN EXPRESS

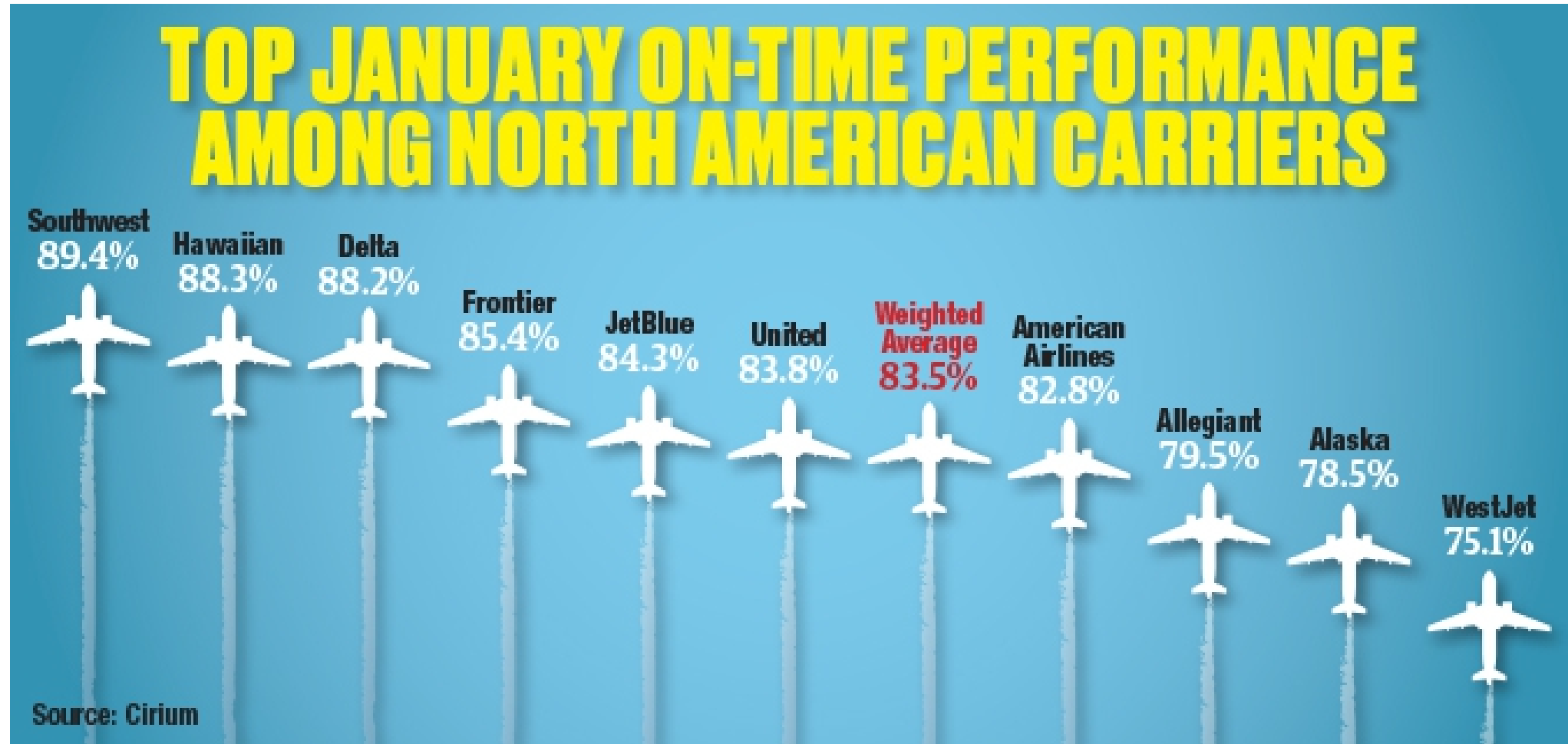
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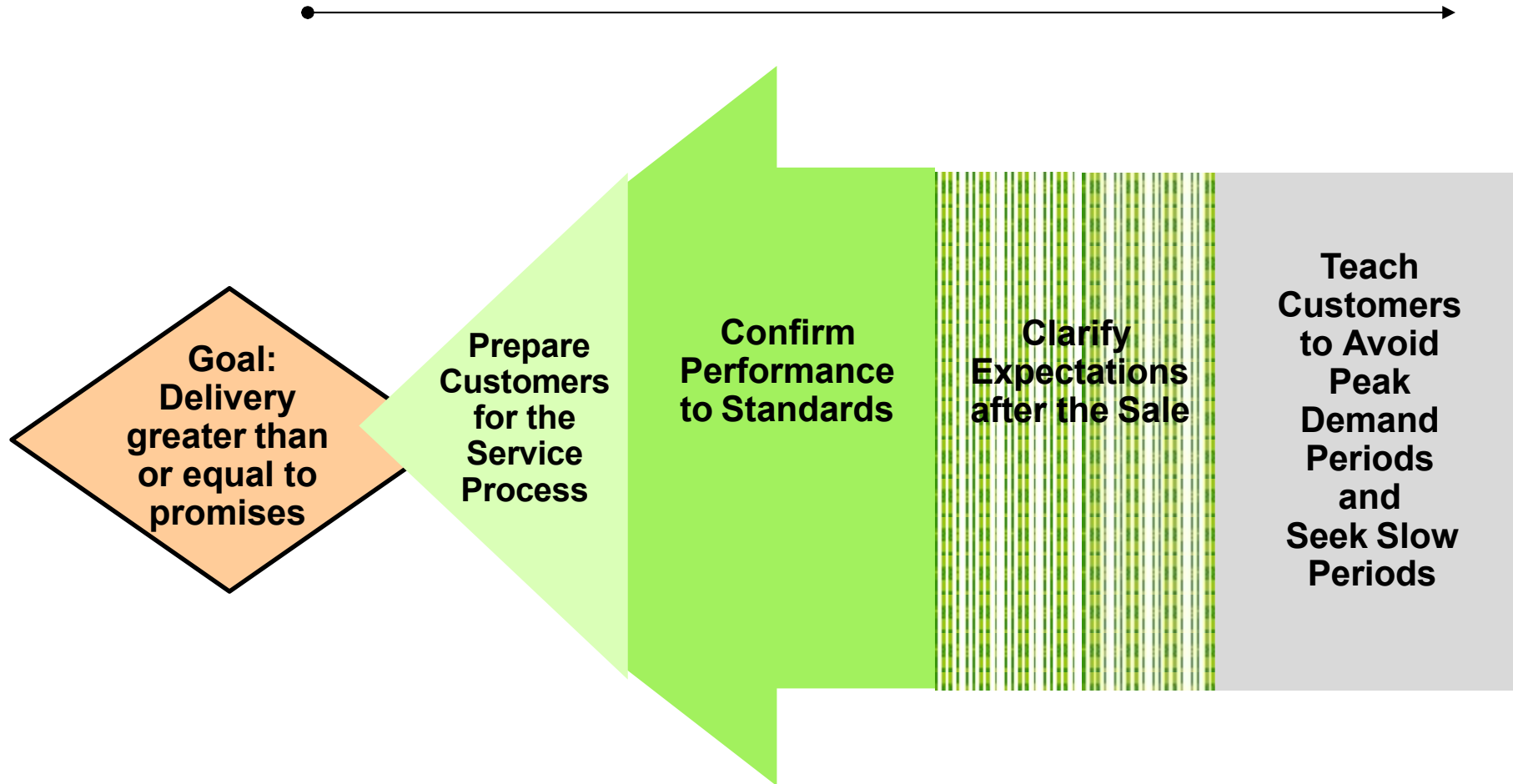
American Express Blue - Attracting Younger Customers



Criteria for Service Effectiveness: On time Take-Offs and Landings



Approaches for Improving Customer Education







Marsha Collier



This recognizes that

Danna Crawford

has completed the *Teaching The Basics of Selling on eBay*
course and is now an
Education Specialist trained by eBay
February 26, 2007

Handwritten signature of Jim Griffith in black ink.

Jim "Griff" Griffith - Dean of eBay Education



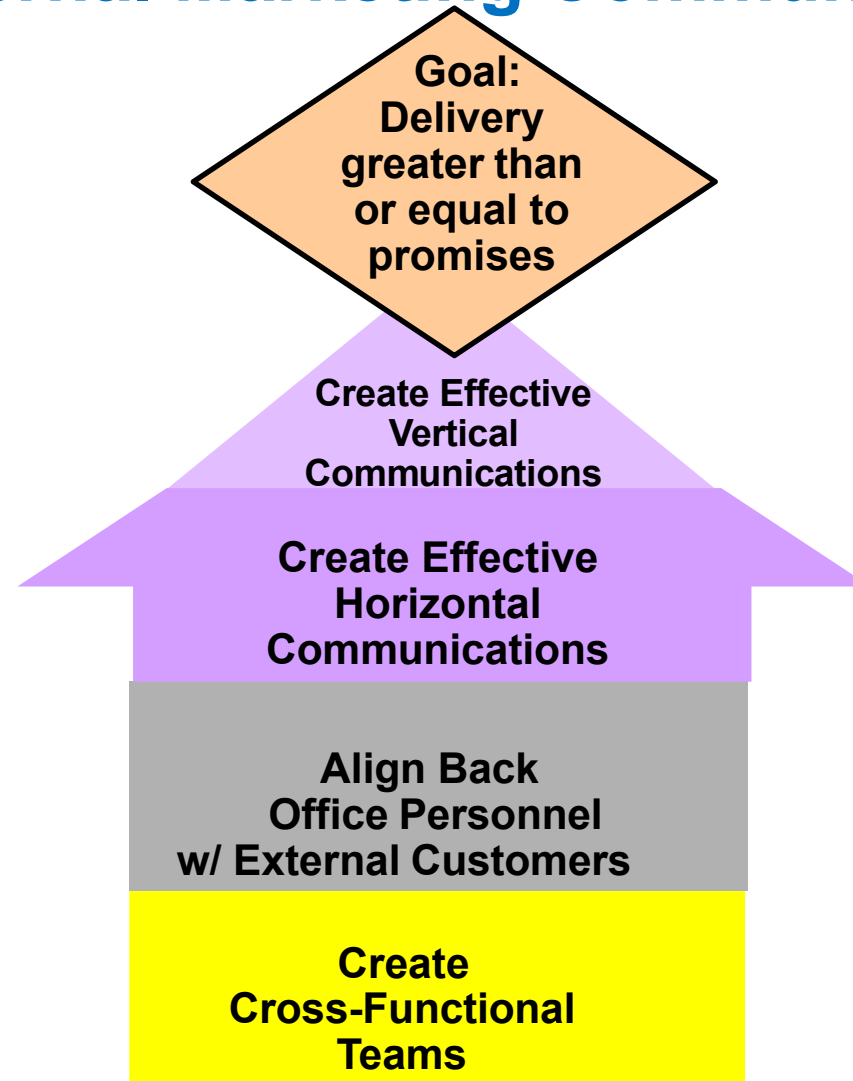
Handwritten signature of Richard Kristof in black ink.

Richard Kristof - Dean of PowerU
An ARI Company





Approaches for Managing Internal Marketing Communications



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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