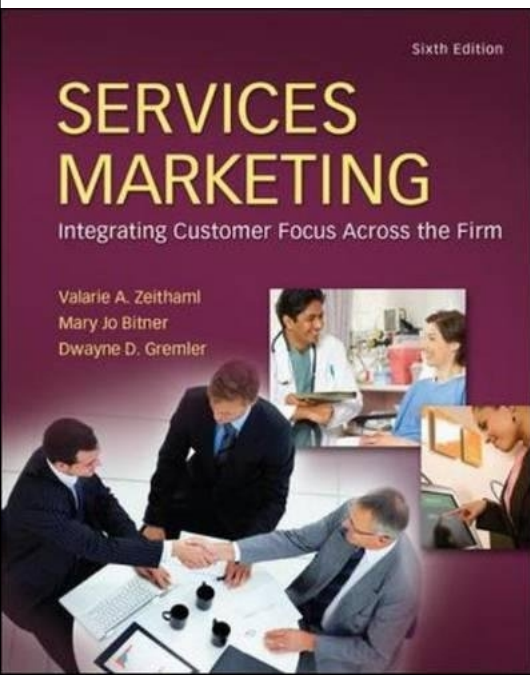


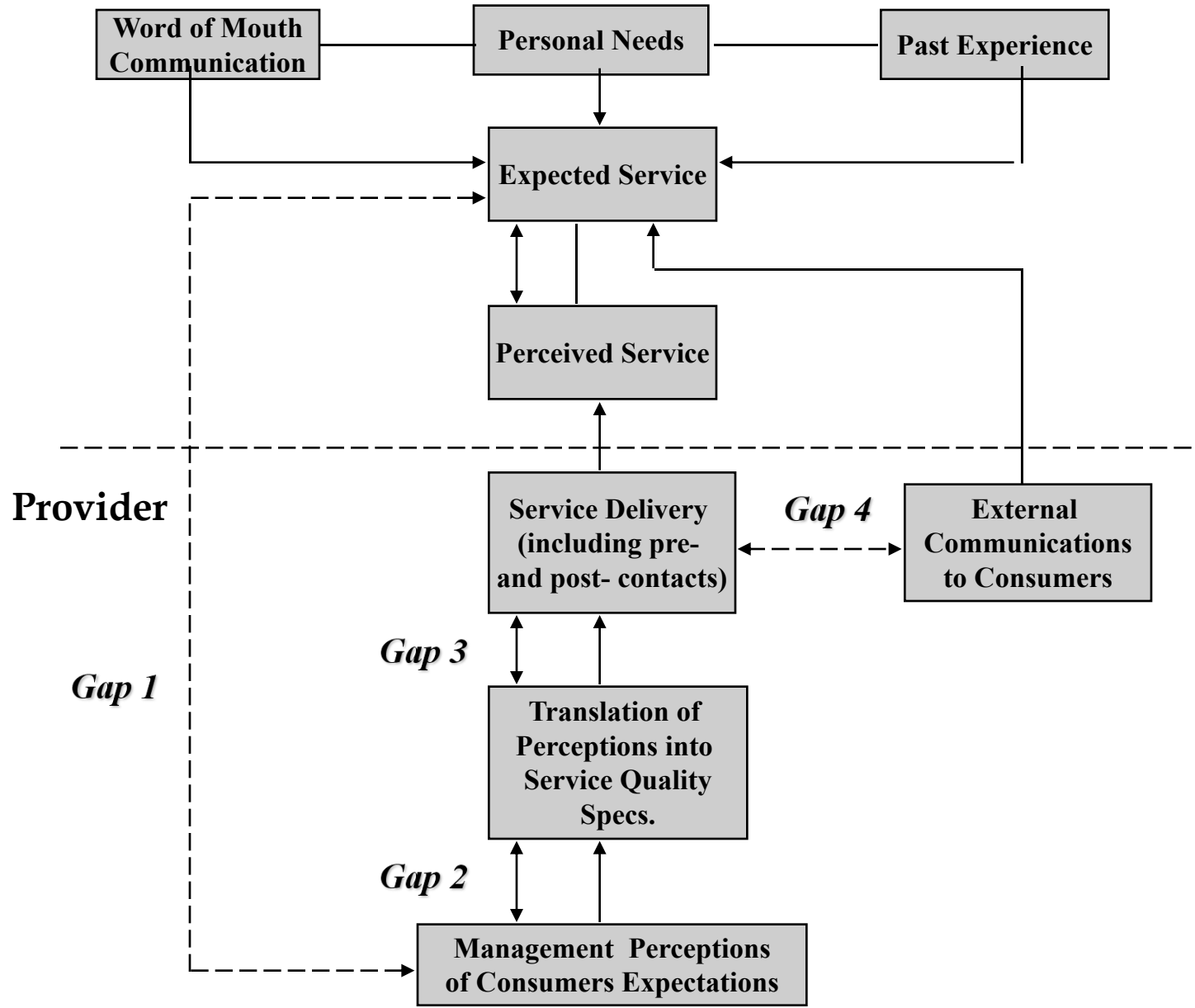
# Services Marketing

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

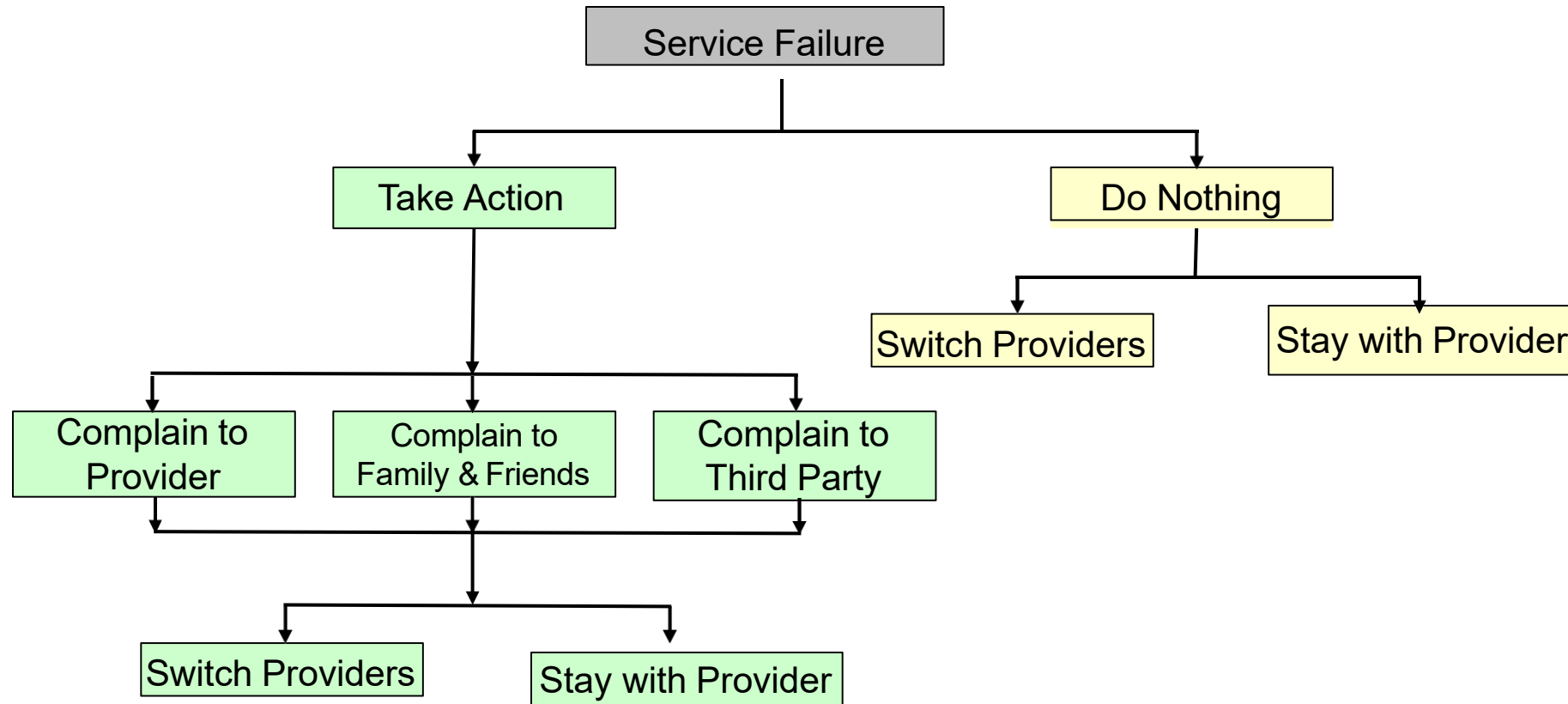
# Revision (Lecture 14)



# THE GAPS MODEL OF SERVICE QUALITY



# Customer Response Following Service Failure



# Service Recovery Strategies



# Causes Behind Service Switching

## Pricing

- High Price
- Price Increases
- Unfair Pricing
- Deceptive Pricing

## Inconvenience

- Location/Hours
- Wait for Appointment
- Wait for Service

## Core Service Failure

- Service Mistakes
- Billing Errors
- Service Catastrophe

## Service Encounter Failures

- Uncaring
- Impolite
- Unresponsive
- Unknowledgeable

## Response to Service Failure

- Negative Response
- No Response
- Reluctant Response

## Competition

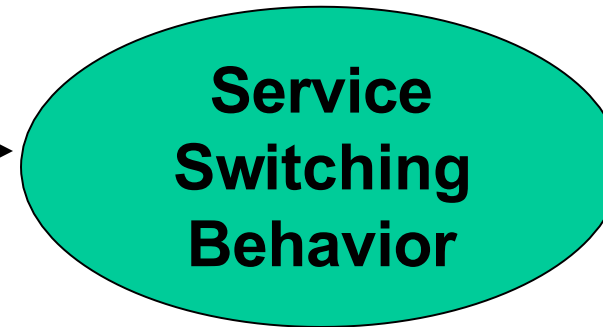
- Found Better Service

## Ethical Problems

- Cheat
- Hard Sell
- Unsafe
- Conflict of Interest

## Involuntary Switching

- Customer Moved
- Provider Closed



Source: Sue Keaveney

# Characteristics of an Effective Service Guarantee

## Unconditional

- The guarantee should make its promise unconditionally - no strings attached.

## Meaningful

- It should guarantee elements of the service that are important to the customer.
- The payout should cover fully the customer's dissatisfaction.

## Easy to Understand and Communicate

- For customers - they need to understand what to expect.
- For employees - they need to understand what to do.

## Easy to Invoke and Collect

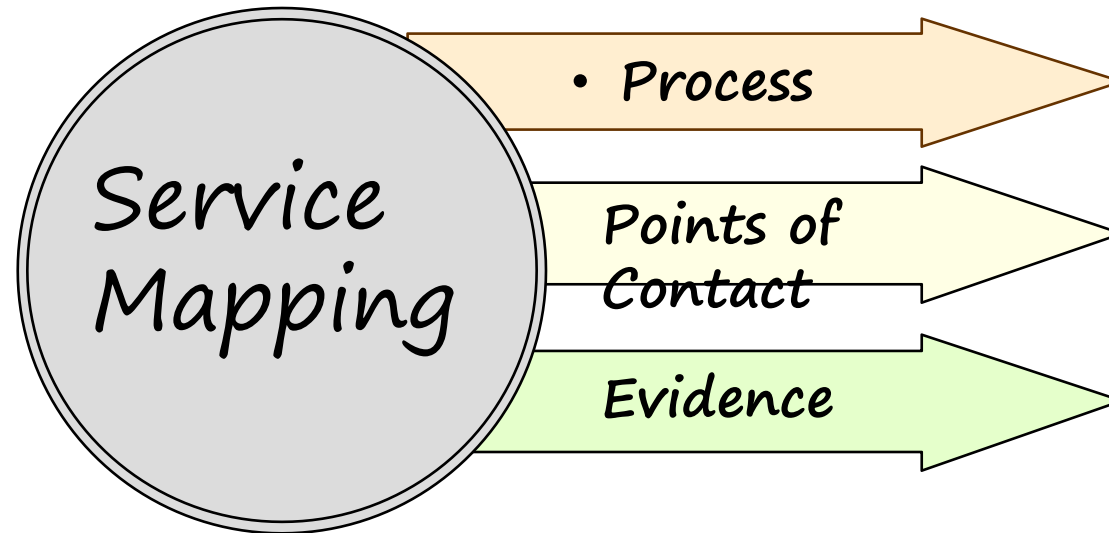
- There should not be a lot of hoops or red tape in the way of accessing or collecting on the guarantee.

# New Service Strategy Matrix for Identifying Growth Opportunities

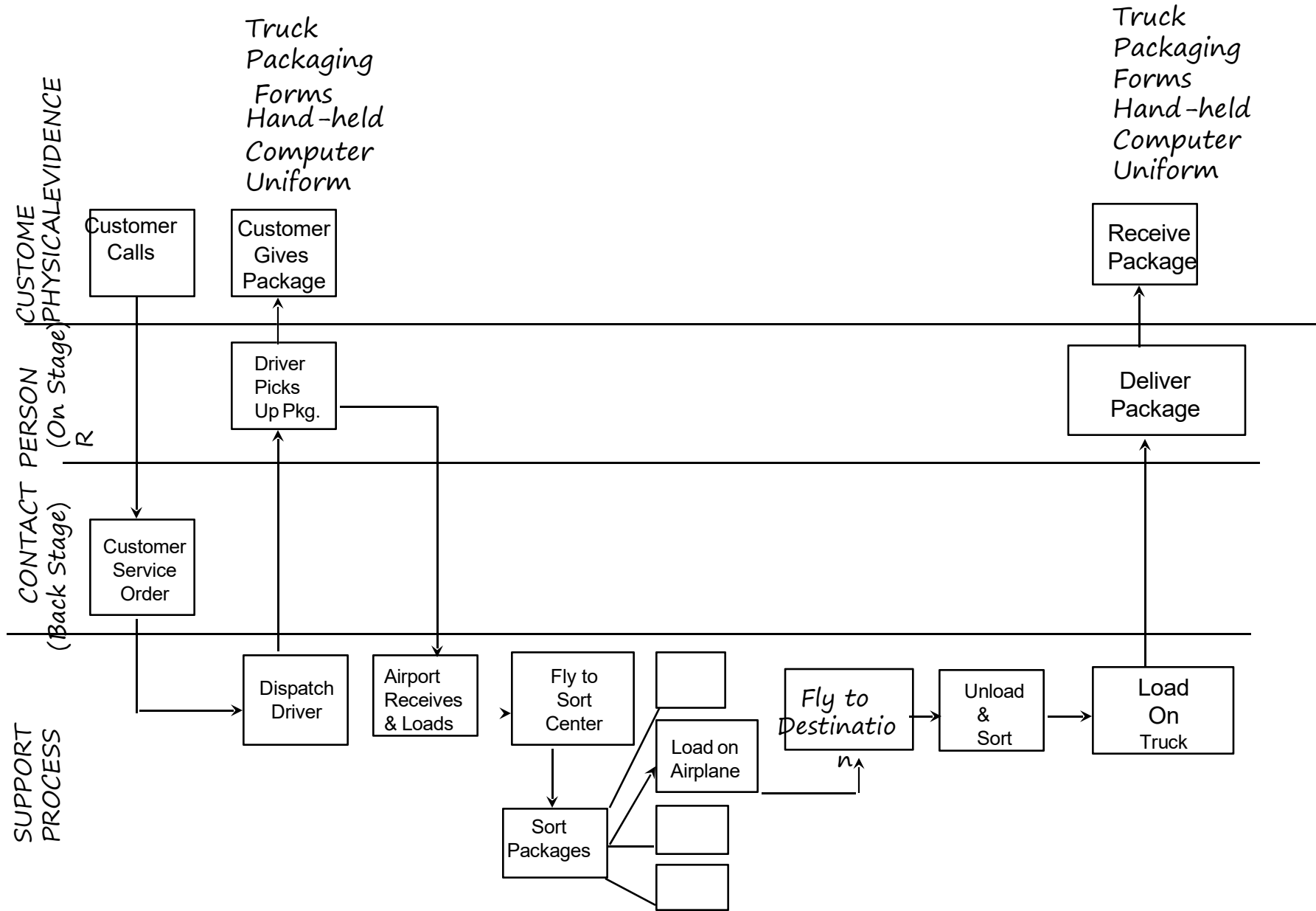
<b>Offerings</b>	<b>Markets</b>	
	Current Customers	New Customers
Existing Services	SHARE BUILDING	MARKET DEVELOPMENT
New Services	SERVICE DEVELOPMENT	DIVERSIFICATION

# Service Mapping/Blueprinting

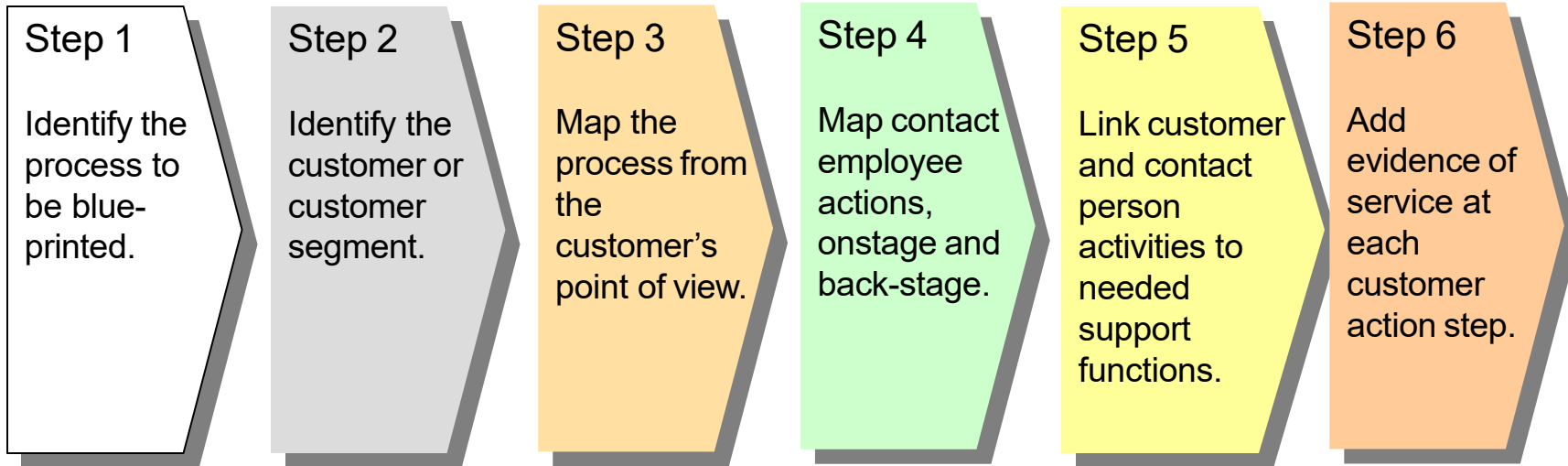
- A tool for simultaneously depicting the service process, the points of customer contact, and the evidence of service from the customer's point of view.



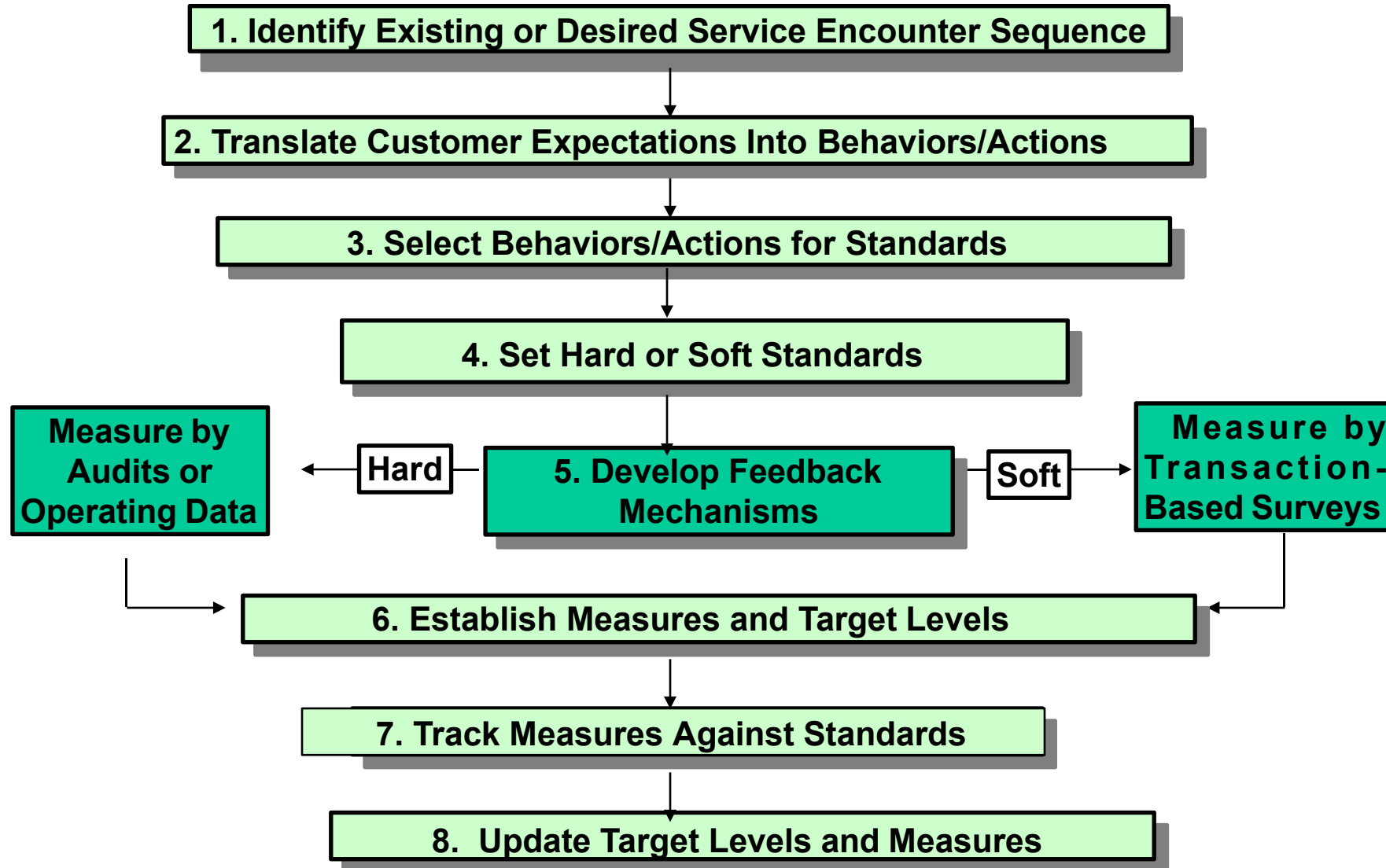
# Express Mail Delivery Service



# Building a Service Blueprint



# Process for Setting Customer-Defined Standards



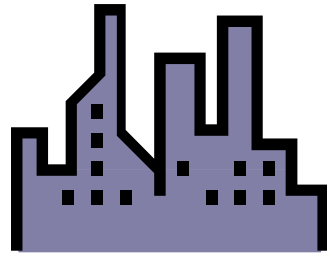
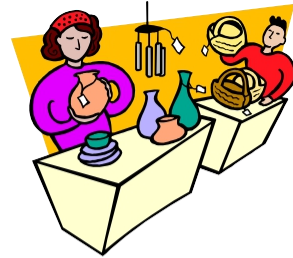
# Service Employees

- They are the service
- They are the firm in the customer's eyes
- They are the brand.
- They are marketers.
- Importance is evident in
  - The Services Marketing Mix (People)
  - The Service-Profit Chain
  - The Services Triangle



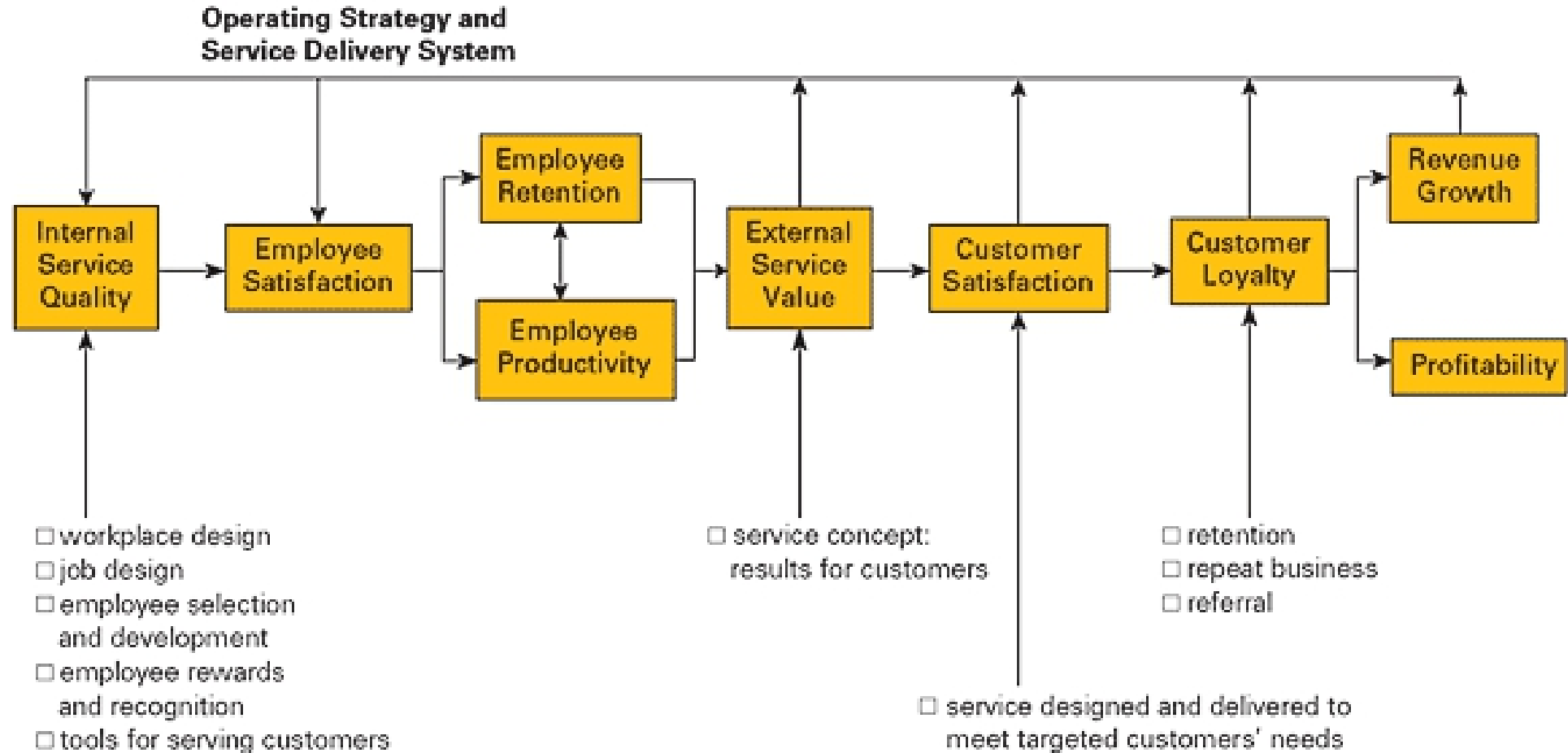
# Boundary Spanners Interact with Both Internal and External Constituents

External Environment



Internal Environment

# The Links in the Service-Profit Chain

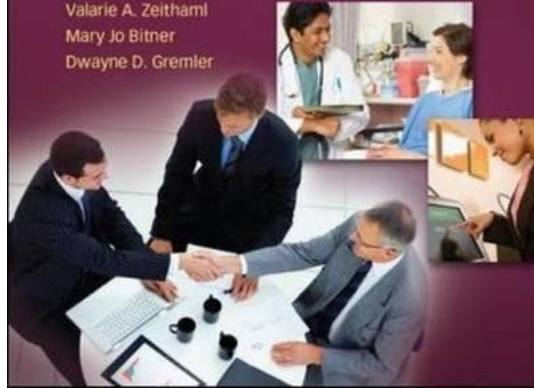


Sixth Edition

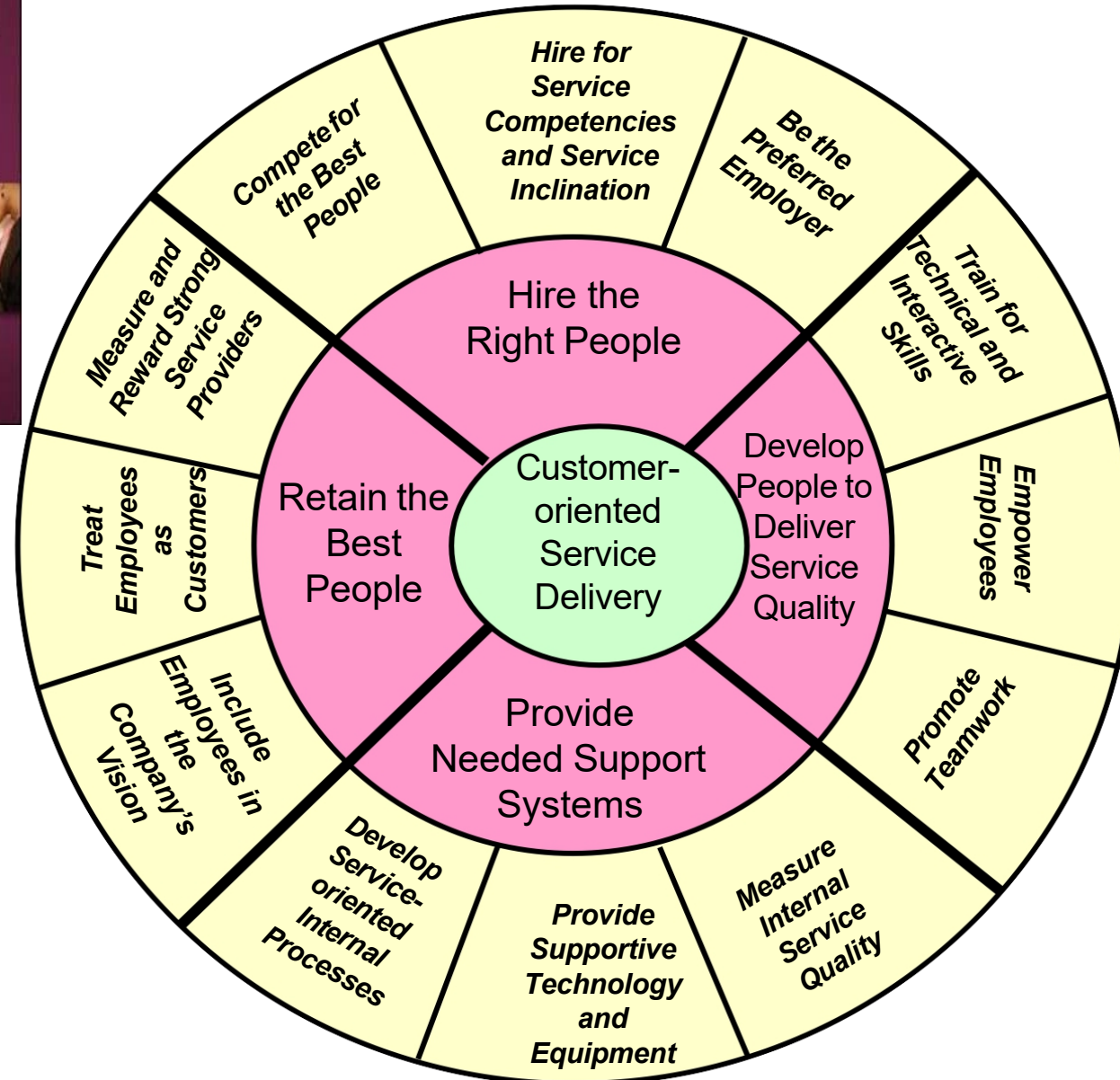
# SERVICES MARKETING

Integrating Customer Focus Across the Firm

Valarie A. Zeithaml  
Mary Jo Bitner  
Dwayne D. Gremler

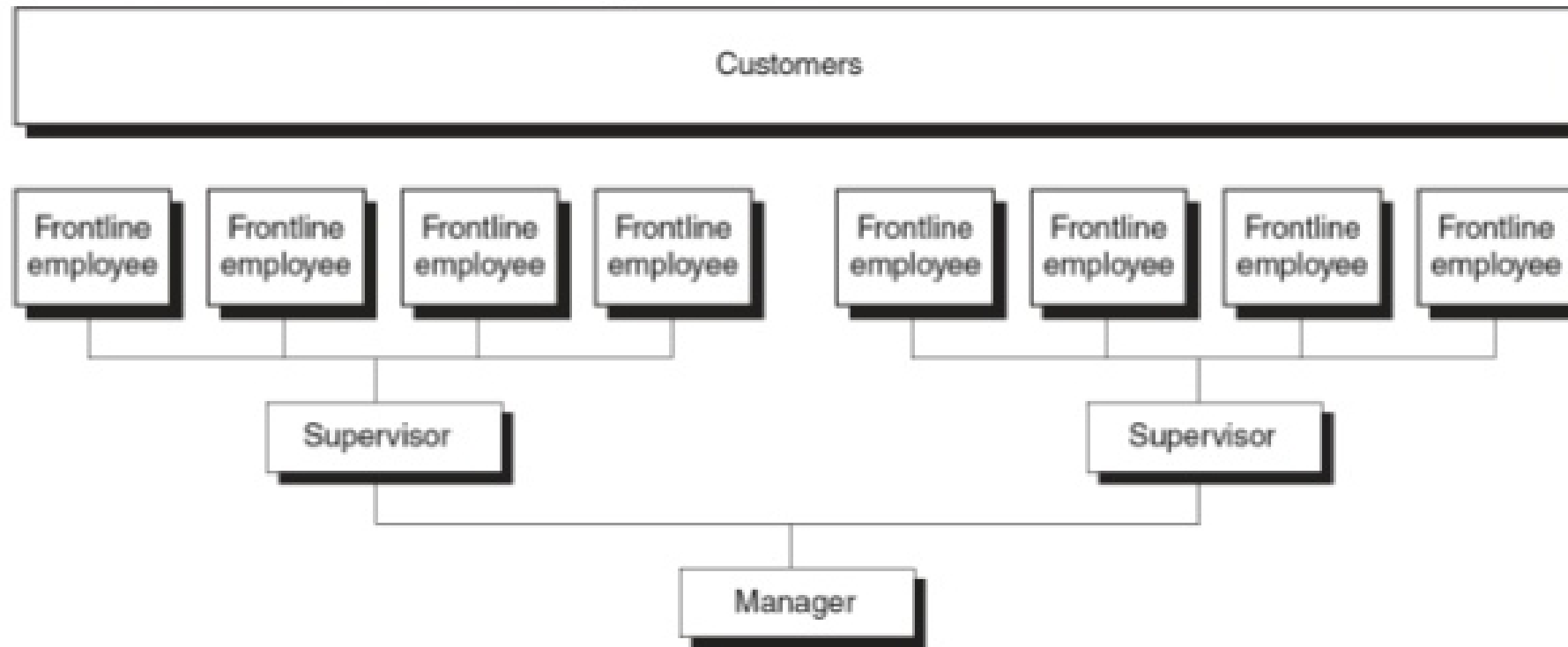


## Human Resource Strategies for Closing GAP3



# Customer-Focused Organizational Chart

**FIGURE 11.5** Customer-Focused Organizational Chart



# Integrating Services Marketing

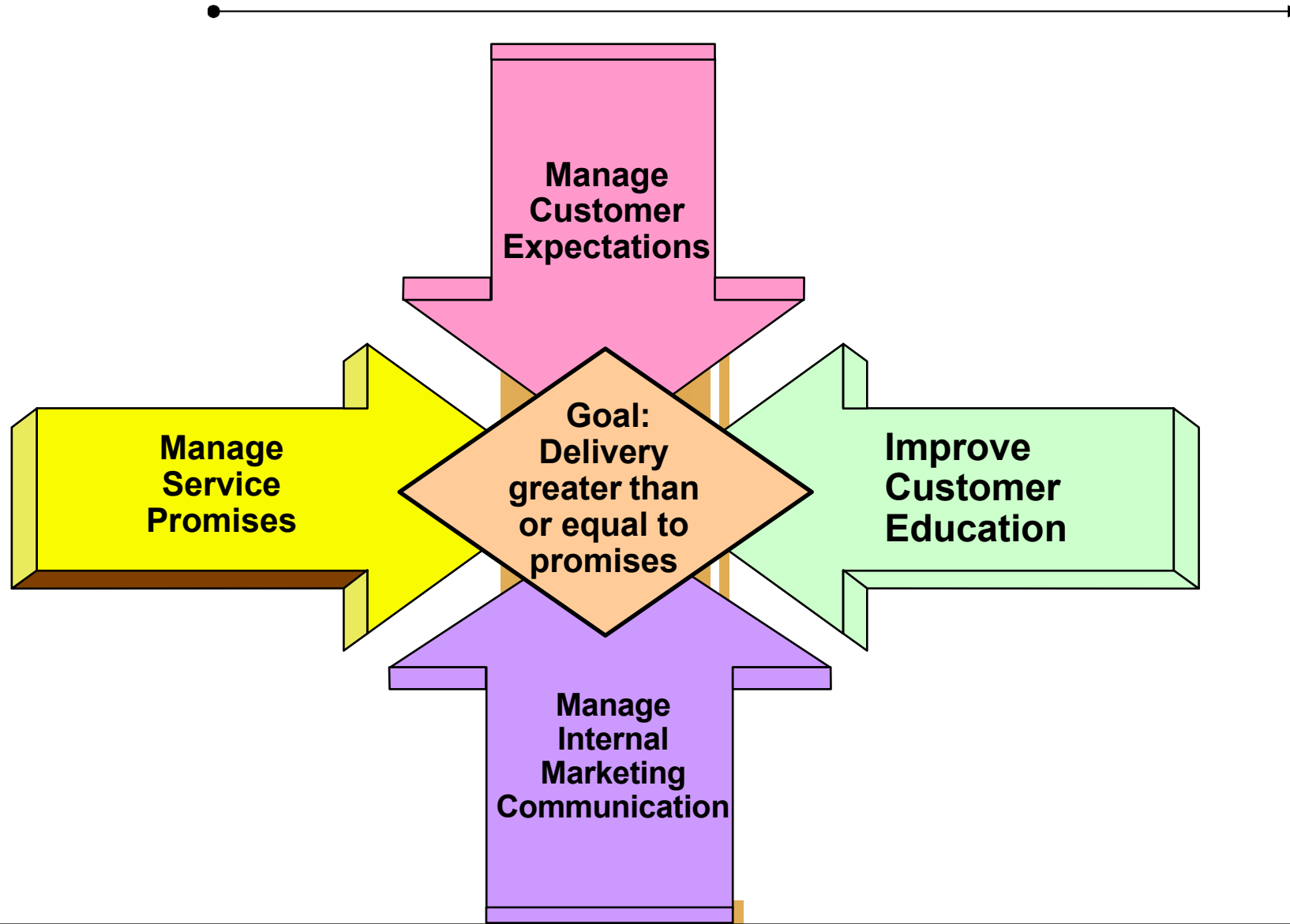
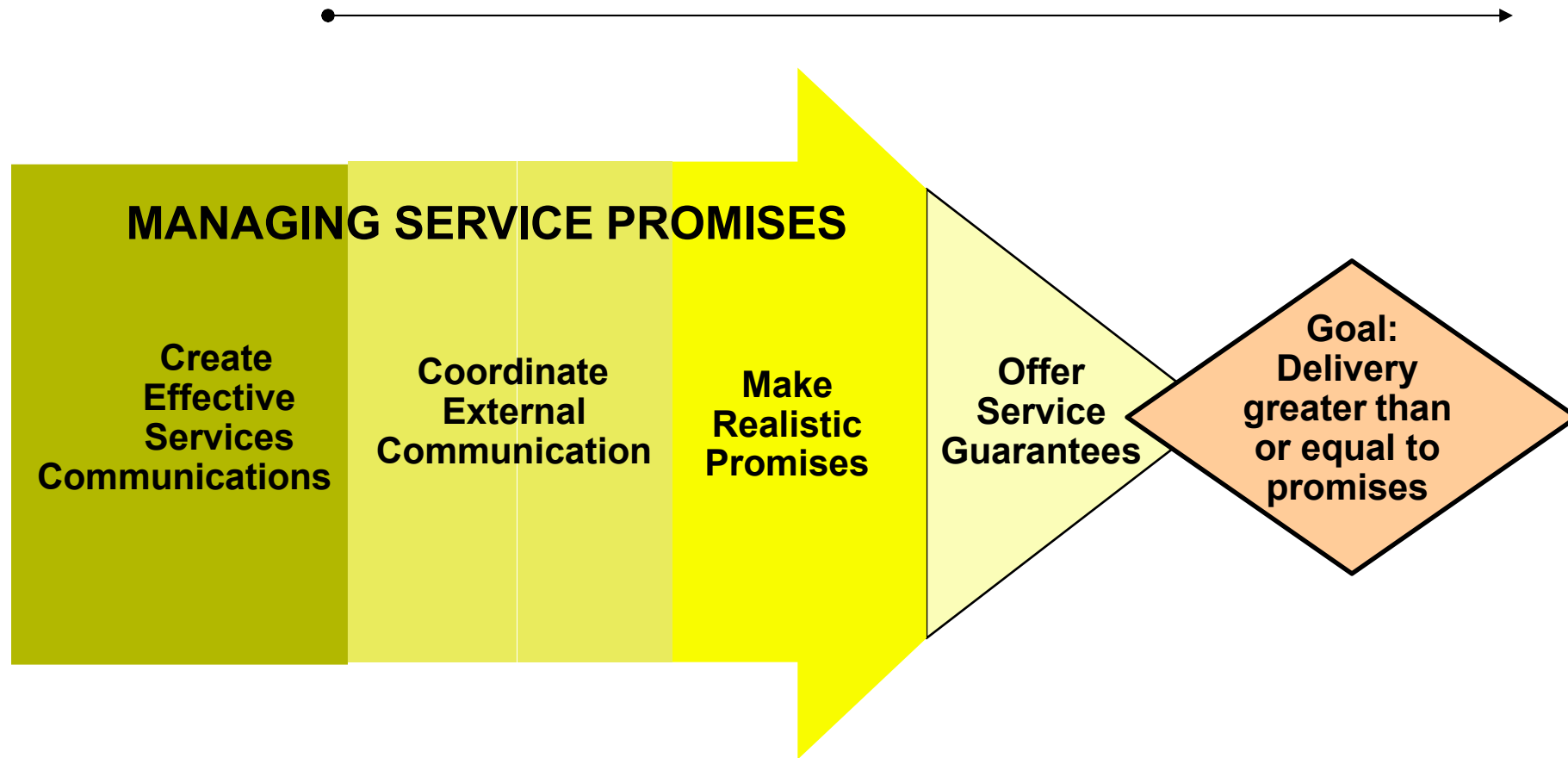
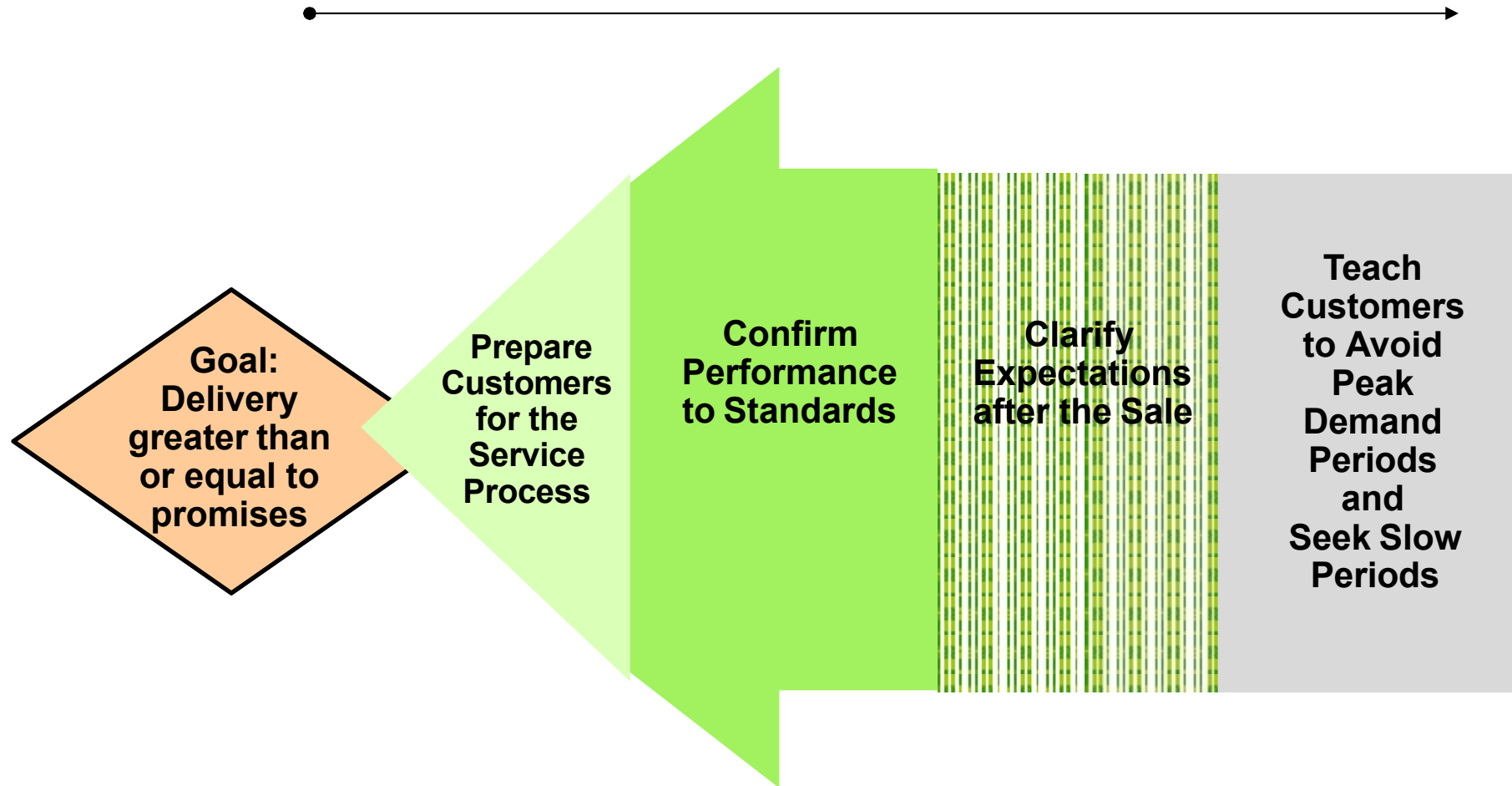


Figure 15-4

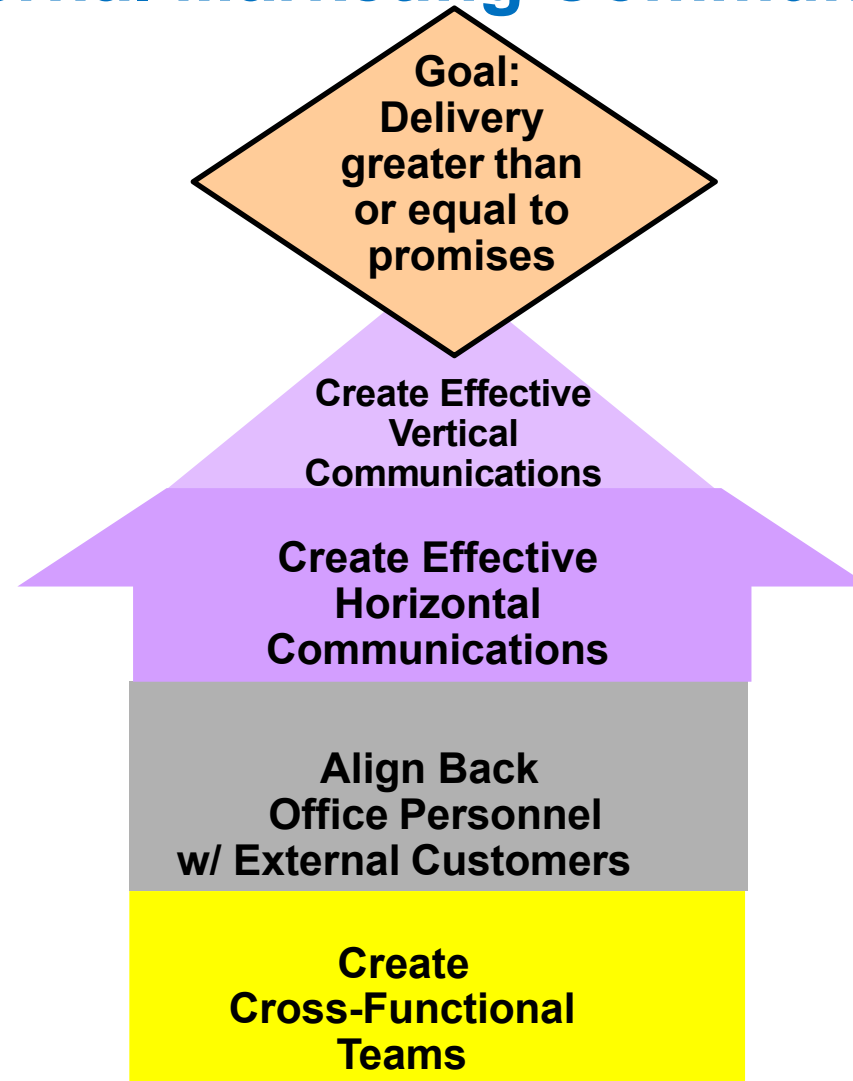
# Approaches for Managing Service Promises



# Approaches for Improving Customer Education



# Approaches for Managing Internal Marketing Communications



# Value is Low Price.



DISCOUNTING



ODD PRICING



SYNCHRO  
PRICING



PENETRATION  
PRICING

Value is Everything I Want in a Service.



**PRESTIGE PRICING**



**SKIMMING PRICING**

Value is the Quality I Get for the Price I Pay.



VALUE PRICING

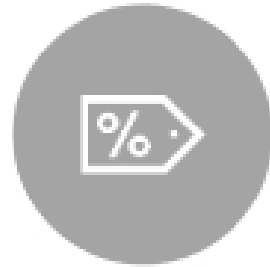


MARKET SEGMENTATION  
PRICING

# Value is the All That I Get for All That I Give.



PRICE FRAMING



PRICE BUNDLING



COMPLEMENTARY  
PRICING – CAPTIVE, TWO  
PART, LOSS LEADERSHIP



RESULTS BASED PRICING



Amul

The Taste of India

**FOOD MARKET**



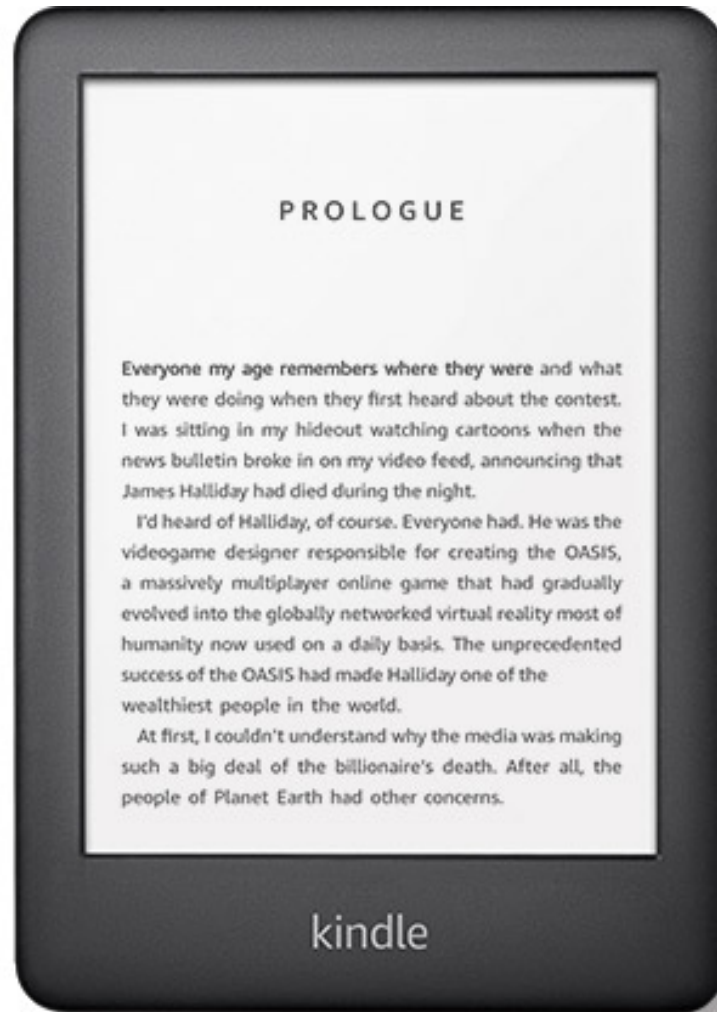




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## PROLOGUE

Everyone my age remembers where they were and what they were doing when they first heard about the contest. I was sitting in my hideout watching cartoons when the news bulletin broke in on my video feed, announcing that James Halliday had died during the night.

I'd heard of Halliday, of course. Everyone had. He was the videogame designer responsible for creating the OASIS, a massively multiplayer online game that had gradually evolved into the globally networked virtual reality most of humanity now used on a daily basis. The unprecedented success of the OASIS had made Halliday one of the wealthiest people in the world.

At first, I couldn't understand why the media was making such a big deal of the billionaire's death. After all, the people of Planet Earth had other concerns.

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Video 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.)
- Cases used throughout the semester from <https://hbsp.harvard.edu/marketing/>

**THANK YOU FOR YOUR  
ATTENTION!**



# WESTMINSTER

INTERNATIONAL UNIVERSITY IN TASHKENT

