

Service Marketing: A practical approach
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Lecture-16
Service Product

Hello there, now we come to lesson 16 of the course on services marketing Now we look at the services product.

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Lesson 16 The Service Product

The Flower of Service

Developing the Service Concept

We see the flower of product service and developing the services concept.

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In 1992, Professor Christopher H. Lovelock wrote about the flower of service as depicted in a figure that will be discussed later. The core service relates to the service outcome involving the transformation of the consumer or his possessions, for which the customer purchases the service in the first place. The eight supplementary services shown in the diagram can be further divided into facilitation services and enhancing services.

Providing information, taking order, billing and receiving payment facilitate the delivery of the core service and must be provided with it. Consultation, hospitality, safekeeping and managing exceptions are enhancing services which may be provided at varying levels depending upon the customer requirements consistent with the service concept and the service mix.

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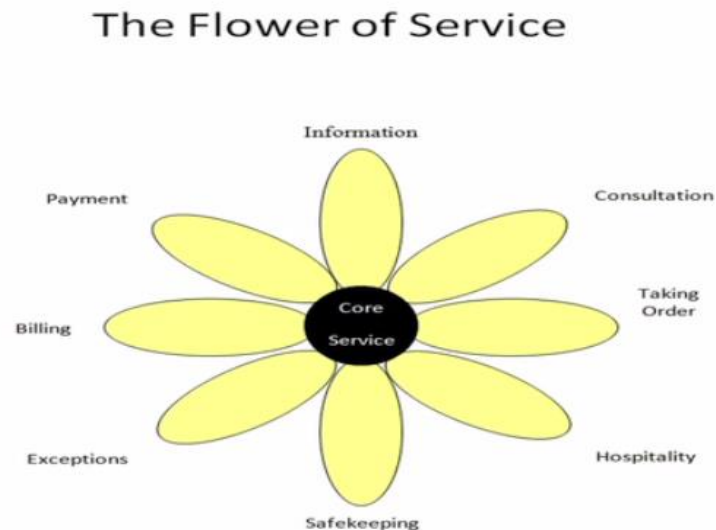
Consultation includes providing advice, customer training and counselling in the use of the services and products associated with the service. Hospitality enhancement services include services that are designed to provide comfort to the customer. These include transportation, security, greeting the customer, offering drinking water, food and beverages, provision of toilets and washrooms, provision of waiting areas and amenities like seating, magazines and newspapers, entertainment and weather protection. Safekeeping includes taking care of customers' possessions like pet care, safe car parking, keeping baggage at retail outlet, etc. Managing exceptions include complaint handling and redressal, taking care of special requests like delivery during a particular time window, problem solving like accident handling, etc., and handling suggestions and compliments.

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Safekeeping includes taking care of customers' possessions like pet care, safe car parking, keeping baggage at retail outlet, etc. Managing exceptions include complaint handling and

redressal, taking care of special requests like delivery during a particular time window, problem solving like accident handling, and handling suggestions and compliments.

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So, this is the flower of services that we were talking. This consists of information, consultation, order taking, hospitality, safekeeping, exceptions, billing, payment as we discussed earlier.

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Fitzsimmons and Fitzsimmons have defined the term 'service concept' in their book entitled "New Service Development: Creating Memorable Experiences". Accordingly, service concept is defined as what the company does and what its customers can expect from the service. The service concept has four attributes as follows:

1. Value: what customers are willing to pay for
2. Form and function: the overall shape of the service, how it is created and how it is operated
3. Experience: the experience as perceived by customers
4. Outcomes: the stated or assumed benefits that the service provides to the customer and the service providing organisation

An example of the service concepts of two airlines given in the above book is written in the table on the next slide.

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pay for form and function, the overall shape of the service, how it is created and how it is operated. Experience: the experience as perceived by the customers.

Outcomes: The stated or assumed benefits that the service provides to the customer and the service providing organisation. An example of the service concepts of two airlines given in the book is written in the next slide.

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Developing the Service Concept		
Service Concepts of Two Airlines		
Service concept	British Airways	Easy Jet
Value	Global coverage Enhanced customer service at high price	National coverage: Select routes Low price
Form and Function	Integrated network Global route structures Hub and spoke operations	Stand-alone network National network Point to point operations
Experience	Several service levels, i.e., executive, business and economy Full service	Single service: economy No frills
Outcome	Interconnected destinations On-time reliability	Single destination Frequent flights



So, here you see the service concepts of 2 airlines, the service concept in times of value, form and function, experience and outcome. And 2 airlines British Airways and Easy Jet. So, British Airways is value provided by it is global coverage, enhanced customer service at high price. For Easy Jet the value is national coverage, and select routes with low price. Form and function, British Airways integrated network, global route structures, hub and spoke operations.

East Jet is stand-alone network, national network, and point to point operations. Experience several service levels, example executive, business and economy full service. Easy Jet single service, economy, no frills. Outcome interconnected destinations, on-time reliability. Easy Jet single destination and frequent flights. So these are the 2 types of service concepts or 2 different airlines.

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The service concept for the OnRun auto-rikshaw service mentioned in an earlier lesson can be written in terms of the four attributes as:

1.Value: Reliable pick-up and comfortable door to door travel

2.Form and function: Fleet management infrastructure in place

3.Experience: Comfortable auto-rikshaw with FM radio and bottled drinking water.

4.Outcome: Least waiting time for auto-rikshaw; door to door travel.

Now the service concepts are OnRun auto-rikshaw service mentioned in an earlier lesson can be written in terms of the 4 attributes as first is the value reliable pick-up and comfortable door to door travel, that is the value of the service. The form and function that is fleet management infrastructure in place. Experience comfortable auto-rikshaw with FM radio and bottled drinking water. Outcome, least waiting time for auto-rikshaw, door to door travel.

So, this is how the service concept has to retain in terms of value, form and function, experience, and outcome. Thank you for watching this video. I hope it helps.