

Service Marketing: A practical approach
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Lecture-38
Case study–IV

Hello everybody, we will continue our presentations on services marketing with a practical approach.

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HEALTH CARE SERVICES

Hospital Services Marketing

So today we will look at health care services and other professional services under health care services, we have hospital services marketing.

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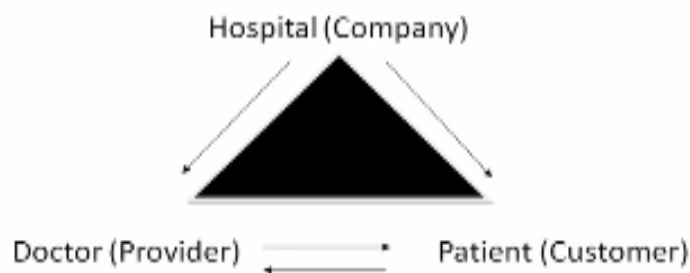
Introduction

Healthcare industry is an intensive form of service which is related with human well being. Hospital industry is related with social marketing. Apart from government hospitals, there are so many private players in this industry. It covers consultation, medicine, and health equipments.

So healthcare industry is an intensive form of service which is related with human well-being. Hospital industry is related with social marketing. Apart from government hospitals, there are so many private players in this industry. It covers consultation, medicine and health equipments.

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Service Triangle



The service triangle here are the hospital which is the company which is running the hospital and there is the doctor providing the health care services and the patient, the customer of the health care services.

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7P's of Hospital Service Marketing

Product: consultation is the core product in this industry. In addition to consultation, diagnosis, treatment, casualty, ambulance, emergency service and pharmacy are also provided by hospital.

Price: pricing is crucial factor in hospital for a particular treatment. There are different price for different class in hospital.

- **Super deluxe class:** AC, Single occupancy, TV, Fridge, Tea, Phone, Attached bathroom, highest cost.
- **Private class:** Twin Sharing and other facility same as above class.
- **Cubical class:** Partitioned bed in a big room.
- **General class:** many beds without ant partition, no AC, least cost.

So the 7Ps of hospital service marketing, here the product is the consultation which is the core product in this industry. In addition to consultation, there is this diagnosis, treatment, casualty, ambulance, emergency service and pharmacy are also provided by hospital. The

price, the pricing is a crucial factor in hospital for a particular treatment. There are different price for different class in hospital.

For example, there are super deluxe class, so that the price of the cabin that is air conditioned and single occupancy with tv, fridge, phone, tea, attached bathroom. All that goes for the highest cost. And there is this private class, which is twin sharing and there is other facility same as the super deluxe class. And then there is the cubical class, which is a partitioned bed in a big room. And the general class with many beds without any partition, no ac and at least cost.

Now here it is important to mention that many times or most often it is the doctors who decide the kind of occupancy the patient has to take care. For example, if the patient can't talk and can't move on the bed and then it is better to keep him in clean shading so that someone can raise alarm if required. On the other hand, super deluxe class is very costly and but it has the provision of keeping the patient's relatives or friends in that cabin itself.

So, these are some of the issues in the pricing of the facility that the patient is going to enjoy in a hospital.

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7P's of Hospital Service Marketing

Place: distribution of hospital services play a crucial role in marketing mix. Location of the hospital and connectivity of the hospital are the important elements. Hospitals should avoid inconvenience and atmospheric pollution. Adequate and fast transportation and communication facility is also required.

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inconvenience and atmospheric pollution. Adequate and fast transportation and communication facility is also required.

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7P's of Hospital Service Marketing

Promotion: There are two types of promotion strategy is used in hospital marketing

- **Personal promotion:** Word of mouth and public relation.
- **Impersonal promotion:** Press release, advertisement, hoarding, Wall painting and Internet.

People: doctors, nurses, supporting staff, manager, receptionist and pharmacy staff are the elements of it. Specialized knowledge is required to perform their duties effectively.

Physical Evidence: In this industry physical evidence can be in the form of buildings, pathology labs, pharmacy centre, logo, lifts, dress code etc.



Promotion, there are two types of promotion strategy is used in hospital marketing, one is personal promotion, and another is impersonal promotion. So personal promotion, has the word of mouth and public relation. While, impersonal promotion consists of press release, advertisement, hoarding, wall painting and internet. Then we come to the 6th P, which is the people, so this people consists of doctors, nurses, supporting staff, manager, receptionist and pharmacy staff.

The specialized knowledge is required to perform their duties effectively. So all them required specialized knowledge. And the physical evidence, in this industry physical evidence can be in the form of buildings, pathology labs, pharmacy centre, logo, lifts, dress code etc. So in case of government hospital, where the service is provided almost free, they will not look too much into the physical evidence.

Many times the buildings are not well looked after, the plaster is falling the pipes are dripping, the taps are not working etc, but in for private hospitals these are very important factors and the hospital has to keep the buildings, pathology labs, pharmacy centres etc in a

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7P's of Hospital Service Marketing

Process: There are two types of process in hospitals:

Outpatient

- Meeting the doctor
- Diagnosis
- Treatment
- Medication

Inpatient

- Pertinent arrival
- Registration
- Diagnosis
- Treatment
- Future action related suggestion
- Discharge and Payment



Then comes the 7Ps of hospital service marketing, there is the process, there are two types of process in hospitals. One is for outpatient and the another is for inpatient. For out-patient, the s processes are meeting the doctor, diagnosis, treatment and medication. Whereas for the inpatient, the services are pertinent arrival, registration, diagnosis, treatment, future action related suggestion, and discharge and payment. So these are the inpatient services.

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Summary

Hospitals industry is a fast growing industry in India and now big brands have entered in the market. Among the service mix, people is the most important element as specialized knowledge is basic and most important requirement for better treatment of the patients.



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HEALTH CARE SERVICES

Marketing the Medical Transcription Services

Next we go to health care services that is the marketing the medical transcription services.

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Introduction

Medical transcription service is an allied health profession. It is process of transcription or converting voice-recorded report in to text form as dictated by healthcare professionals. It includes patient history, lab reports, x-ray report, operative reports etc. It is of use by physicians for future review.

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Benefits of Keeping Record

- Increased productivity
- Accuracy in documentation
- Improved reimbursement
- Better communication
- Legal document

The benefits of keeping record are increased productivity, accuracy in documentation, improved reimbursement, better communication, and legal document. So these are all the important usefulness of keeping the records in a hospital and the doctors may not have enough time to write the report so they does they speak about the microphone, and the transcription is somewhere in another country maybe.

Transcribes all the information which he hears into a written document and these are the benefits of keeping the record.

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Process

- Doctor visits patients
- Doctor dictates information on telephone
- Voice recorded and downloaded by medical transcriptionist
- Text file transcribe
- Checking transcription
- Make required change
- Final reports submitted to hospital

So the process, the doctor visits the patients, doctor dictates information on telephone, voice recorded and downloaded by medical transcriptionist, the text file transcribe, checking of transcription is done, required changes are made and final reports submitted to hospital.

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7P's of Medical Transcription Services

- **Product:** usefulness and easy accession of the reports is the core product. Accuracy and quality assurance is required in file preparation.
- **Place:** It is distributed through internet. Transcription can be viewed by doctor on the server.
- **Price:** price depends on quality and quickness of the service performance. Salary of the transcription personnel and technology cost are the major elements of total cost. Hospital can hire employee for it or can opt for outsourcing.



So what are the 7Ps of medical transcription services, so first P is the product, usefulness and easy accession of the reports is the core product. Accuracy and quality assurance is required in file preparation. Place, it is distributed throughout the internet. Transcription can be viewed by doctor on the server. Price, price depends on quality and quickness of the service performance. Salary of the transcription personnel and technology cost are the major elements of total cost. Hospital can hire employee for it or can opt for outsourcing.

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7P's of Medical Transcription Services

- **Promotion:** Advertisement and personal selling are crucial promotional technique in this industry.
- **People:** there must be well qualified expert personnel required. Good knowledge of different languages and medical terminology are basic skills required to perform transcription.
- **Process:** Report writing, billing, insurance and record keeping for further reference are elements of process.
- **Physical evidence:** Developed information technology infrastructure and customized report every customer.



Promotion, advertisement and personal selling are crucial promotional technique in this industry. Mostly personal selling to doctors and hospital managers is the important way of promoting these kind of medical transcription services. People, there must be well qualified expert personnel required. Good knowledge of different languages and medical terminology are basic skills required to perform transcription.

The process, report writing, billing, insurance and record keeping for further reference are elements of process. Physical evidence, developed information technology infrastructure and customized report for every customer that is the physical evidence.

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Summary

Medical transcription is a document that states the medical investigation report in electronic form. There is immense potential for medical transcription in India but it is not very famous as it has been viewed as technology oriented service. Technological advancement and accuracy in the reports are the key success factors. "People" is most crucial element among service mix.

So in summary we can say that the medical transcription is a document that states the medical investigation report in electronic form. There is immense potential for medical transcription in India but it is not very famous as it has been viewed as technology oriented service. Technological advancement and accuracy in the reports are the key success factors. People is most crucial element among service mix.

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PROFESSIONAL SERVICES

Consultancy Services Marketing

Then we come to professional services, so there are various types of professional services, the first professional service that we are going to discuss is the consultancy services marketing.

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Introduction

Consultancy is act of giving an advice by an expert professional on a specialized area. In India management consulting is a growing field of endeavor. There are so many consulting services firms in India but most of them are technical consulting firm.

So consultancy is act of giving an advice by an expert professional on a specialized area. In India management consulting is growing field of endeavor. There are so many consulting firms in India but most of them are technical consulting firm.

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Capabilities of Management Consultancy

- Market knowledge
- Interpersonal and communication skills
- Consulting competency
- Ability to work in changing environment
- Ethics and values

So capabilities of management consultancy, market knowledge is required, interpersonal and communication skills are required, consulting competency is required, ability to work in changing environment is required and ethics and values are required as part of management consultancy.

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Principles of Consulting

- Regards the clients need
- Remember every client is unique
- Don't misrepresent
- Don't oversell
- Refrain from denigrating other consultants
- Never forget that it is a professional service
- High professional performance



Then we go to the principles of consulting. So first the consult regards the clients need, understand the needs of the client and respects their needs, remember that every client is unique, do not misrepresent the client in anywhere, do not oversell the services, refrain from denigrating other consultants, never forget that it is a professional service, and it is the high professional performance is required as part of consulting. So the content is most important and the and the consulting agency is the people who are consulting must have high levels of professionalism in their activities.

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Classification

- **IT-Consultants**
- **HR-Consultants**
- **Management Consultants**
 - Strategy consulting
 - Organization consulting
 - Change consulting

So classification that IT consultants, HR consultants and management consultants like strategy consulting, organization consulting and change consulting.

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Consulting Skills and Tools (PRIMO-F)

- People
- Resources
- Ideas and innovation
- Marketing
- Operation
- Finance

So consulting skills and tools, the people, resources, ideas and innovation, marketing, operation, and finance. These are some of these consulting skills and tools required by consulting people in order to deliver superior consulting professional skills.

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Summary

In India marketing of management consulting requires special skills to meet the client from different culture and values. Creating reputation and providing quality services consistently are the major challenges in this industry. Skill and capability of the consultants are the key success factors.

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PROFESSIONAL SERVICES

Advertising Services Marketing

Then speak on to another type of professional services which is advertising services marketing.

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Introduction

According To AMA “Advertising is paid form of non personal presentation of ideas, goods and services”. This industry is similar to consulting and IT services industry. The marketing of advertisement services is more complex than marketing of other services.

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6M's of Advertisement Service

- Merchandise
- Markets
- Motives
- Media
- Measurements
- Messages

So 6Ms of advertising service are merchandise, markets, motives, media, measurements, and messages. So first is to design the merchandise, different types of items which can advertise the particular service. Then there are the markets where services are to be sold. There are the motives are the objectives with which the advertisement has to be marketed as the question of selecting the media, there are the measurement of the services provided by the advertising agency and then there is the message which the advertising agency you know constitutes or puts together and that message has to drive home the particular objectives or motives of the advertisement service.

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Function

- Create brand awareness
- Maintain brand image
- Provide product information
- Persuade people to buy
- Provide brand reminders
- Reinforce past purchase

So functions are create brand awareness, maintain brand image, provide product information, persuade people to buy, provide brand reminders, and reinforce past purchase.

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Key Players

- Advertiser (Client)
- Agency
- Media
- Supplier
- Audience

So the key players in the advertising agency is the advertiser which is the client, the agency, the media, the supplier, and the audience. These are the key players in the advertising services episode.

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Summary

After the entry of advertisement agency in to the market, advertisement services has become a profession. Previous agencies worked on commission basis but now they get fixed amount of remuneration on a specific project. Content is the key success factor in this industry. Creativity and ethics are crucial element in developing brand image. Relationship marketing is the common marketing strategy use by agencies.



So after the entry of advertisement agency in to the market, advertisement services has become a profession. Previous agencies worked on commission basis but now they get fixed amount of remuneration on a specific project. Content is the key success factor in this industry. Creativity and ethics are crucial element in developing brand image. Relationship marketing is the common marketing strategy in use by agencies. So relationship marketing is absolutely essential because the advertising agency has to continue getting the orders from the particular customers and they should not loose the customers in order to remain profitable and sustainable over the long term.

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PROFESSIONAL SERVICES

Marketing Research Services Marketing

Next we come to another type of professional services which is marketing research services marketing. Marketing research.

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Introduction

Marketing research is crucial marketing function which helps marketers in strategy formulation. In every marketing function such as recognition of consumer need, segmentation, targeting, positioning, marketing mix decision, branding and performance evaluation, marketing research is required.

An organization can have their own marketing research department or they can take the services of marketing research firms. Organizations and companies prefer marketing research agencies because of specialized services and less cost. To cash in this increasing demand some firms are now providing customized services.

So marketing research is crucial marketing function which helps marketers in strategy formulation. In every marketing function such as recognition of consumer need, segmentation, targeting, positioning, marketing mix decision, branding, and performance evaluation, marketing research is required in all these type of requirements. And organization can have their own marketing research department or they can take the services of marketing research firms.

Organization and companies prefer marketing research agencies because of specialized service and less cost. To cash in this increasing demand some are now providing customized services.

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Recent Developments

- Tactical to strategic marketing research
- Crucial role in decision making
- High demand
- Expansion in new research area and market
- Thrust to qualitative research input
- Growth in independent agency
- Change in research process
- Big data analysis

The recent developments are tactical to strategic marketing research, so earlier the marketing research are focusing on 4 piece, but now it is more of strategic like for choosing the customer, so they will try to understand the market, segment the market, target one or few segments and then position the products or services in the minds of the customers in the particular segment.

Then there is high demand for this marketing research services now most people are learning marketing and they want these marketing research services to tell them what kind of customers they had and what kind of requirements the customer have, so that you know the marketing research firm can tell marketers about and given them the direction in which to work in order to make the products and services profitable in the market place.

Expansion in new research area and market, thrust to qualitative research input, growth in independent agency, change in research process, big data analysis. So these are some of the recent developments in the marketing research services industry.

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Problems

These are the major problems faced by the industry:

- Heterogeneous audience
- Cultural diversity
- Diversity in languages
- Scarcity of skilled personnel
- Inadequate infrastructure development
- Attitudinal issues
- Problem with methodology

The major problems which are faced by the marketing research industry are heterogeneous audience, particularly in India there are so many languages and so many types of people, there is cultural diversity, there is diversity in languages, there is scarcity of skilled personnel, inadequate infrastructure development is there like television etc. television powers, mobile infrastructures.

So that is an inadequate, there are attitudinal issues, that is many people do not want to have marketing research done. They think that marketing research is the wastage of money and then there is a problem with methodology. So only the marketing research firm uses the particular methodology but it is not understood whether that methodology is the correct methodology or there should have been something else.

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Summary

Marketing research is the base for all marketing activities. Any error in the research results can prove to be a big loss for the company. Marketing research firms should have specialization in marketing research and have skilled personnel. Now-a-days there is integration between organization and research firm. With true marketing orientation and greater professionalism, an agency can cope up with challenges and enhance their brand image.

So as a summary marketing research is the base for all marketing activities. Any error in the research results can prove to be big loss for the company. Marketing research firms should have specialization in marketing research and have skilled personnel. Mow-a-days there is integration between organization and research firm. With true marketing orientation and greater professionalism an agency can cope up with challenges and enhance their brand image.

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PROFESSIONAL SERVICES

Retail Services Marketing

Next we come to other professional services like retain services marketing.

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Introduction

With growing competition among consumer products, every company needs greater visibility in the market. Retail services provide a platform to the company to showcase their products and maximize their reach. Single brand retailing and multi brand relating are two types of retailing in India. Introduction of internet introduced a new era in electronic commerce. E-relating and m-retailing are the new face of traditional retailing. Retail market has significant contribution to Indian GDP. Retailers break the bulk and have direct link to customers in the distribution chain.

So with growing competition among consumer products, every company needs greater visibility in the market. Retail services provide a platform to the company to showcase their products and maximize their reach. Single brand retailing and multi brand relating are 2 types

of retailing in India. Introduction of internet introduced a new era in electronic commerce. E-retailing and m-retailing that is mobile retailing are the new face of traditional retailing. Retail market has significant contribution to India GDP. Retailers break the bulk and have direct link to customers in the distribution chain.

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7P's of Retail Services Marketing

- **Product:** Product management, product features, branding, packaging, after sale service.
- **Price:** incentive, competitiveness, value for money, status, cost, profitability.
- **Promotion:** advertisement, sales promotion, public relation, direct marketing, internet.
- **Place:** channel management, retail distribution, agent, store location, retail logistic, and retailer image.
- **People:** staff capability, customer interaction, after sale service, internal marketing customer care representative.
- **Process:** order processing, database management, service delivery, queuing system, warehousing, after sale service.
- **Physical evidence:** store location, ambience, store management, food court.

So what are the 7 piece of the retail services marketing? The first piece the product. So product management, product features, branding, packaging, after sale services. These are the product. The price, which is the incentive, competitiveness, value for money, status, cost, profitability etc. Promotion: Advertisement, sales promotion, public relation, direct marketing, and internet.

These are all means of promotion for retail products, retail services. Place: the channel management, retail distribution, agent, store location, retail logistic, and retailer image. These are the part of the distribution of retain services. People, staff capability, customer interaction, after sale service, internal marketing, customer care representative. These are the important people in the retail chain.

Process is consists of order processing, database management, service delivery, queuing system, warehousing, and after sale service. And the physical evidence that is store location, ambience, store management. food court. These are all important elements of the physical evidence. Much of these has already been recognized in India and there are so many malls which have come up,

So people are visiting these malls in order to satisfy the retail requirements. The requirements for products and services and while they are busy with purchasing of products and services they also need some other types of entertainment like movies etc. or and they also want some kind of food to eat whose you know satisfy their hunger, so food courts have also become important in any retail mall etc.

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Summary

Information technology development has changed the structure of retailing. Physical stores have been replaced by e-retailers. Retailing has major contribution in economic development. In single brand retailing many foreign players have made their presence in the market. However in multi brand retailing FDI is not allowed in India now. In India unorganized retailing has major stake in comparison to organized retail. Process play important role in physical retailing and promotion plays crucial role in online retailing.

So as a summary, information technology development has changed the structure of retailing, Physical stores have been replaced by e-retailer. Retailing has major contributing in economic development. In single brand retailing many foreign players have made their presence in the market. However in multi brand retailing FDI is not allowed in India now. In India unorganized retailing has major stake in comparison to organized retail.

Process play important role in physical retailing and promotion plays crucial role in online retailing. So that is all for today. This was the chapter 4 of yesterday that is case study 4. We will go on to the next case that is in chapter 5, till then have a good time. Bye.