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## Services Marketing Assignment: "Service Innovation and Customer Experience"

PGDM 2023-2025 (Semester-III)

### INDIVIDUAL ASSIGNMENT

#### Objective:

This assignment aims to provide students with an opportunity to apply services marketing concepts by developing a new or improved service offering. Students will focus on key aspects of services marketing such as service design, service quality, customer experience management, and service delivery.

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#### Assignment Requirements:

##### 1. Service Concept Development

- Identify a service (existing or new) in any industry (e.g., hospitality, healthcare, education, financial services, etc.).
- Describe the core service offering, the supplementary services, and the overall service package.
- Explain how your service will meet customer needs, improve customer experience, and differentiate itself from competitors.

##### 2. Service Blueprinting

- Create a detailed service blueprint for the service offering. This should include:
  - **Customer actions:** Steps the customer takes in engaging with the service.
  - **Front-stage actions:** Interactions between the customer and the service provider.
  - **Back-stage actions:** Internal processes and systems supporting the service delivery.
  - **Support processes:** The infrastructure and systems that enable the service.
- Discuss how the service blueprint improves service efficiency and enhances customer satisfaction.

### 3. Service Quality and Customer Satisfaction

- Use the SERVQUAL model or any other service quality framework to assess the key dimensions of service quality (e.g., reliability, assurance, tangibles, empathy, responsiveness).
- Discuss how you plan to ensure high service quality across all customer touchpoints.
- Identify potential service gaps and propose strategies to close them.

### 4. Customer Experience Management (CEM)

- Develop a strategy for managing the customer experience throughout the service lifecycle.
- Explain how your service will deliver value at each stage of the customer journey (pre-service, during service, and post-service).
- Describe any technology, personalization, or customer feedback mechanisms that will enhance the customer experience.

### 5. Service Delivery and Managing Demand

- Discuss your service delivery strategy, including the role of physical evidence, people, and processes.
- Explain how you will manage demand for the service during peak and off-peak times (e.g., through pricing, reservation systems, or flexible capacity).
- Provide recommendations for ensuring smooth service delivery during high demand periods while maintaining quality.

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#### Deliverables:

- A **written report** (minimum 2000 words and maximum 3000 words) that addresses all the points mentioned above.
- A **service blueprint** (diagram) as part of the report.
- A **presentation** (8-10 slides) summarizing the key findings and strategies.

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#### Evaluation Criteria:

- **Innovation and Relevance of the Service Concept:** Is the service idea innovative, and does it align with current market needs?
- **Service Blueprinting:** Does the blueprint provide a clear and comprehensive visualization of the service delivery process?
- **Service Quality Analysis:** Are the service quality dimensions well-assessed and addressed?
- **Customer Experience Strategy:** Is the customer experience strategy well-designed and practical?

- **Service Delivery and Demand Management:** Are the service delivery and demand management strategies robust and effective?
  - **Presentation Quality:** Is the report well-organized and the presentation clear, professional, and engaging?
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**Deadline:** [November 11, 2024 (Monday)]

**Submission:** Submit the report, blueprint, and presentation

**Make a Folder as:**

**Name-Roll Number**

**Tushar-146**

- i) With word Doc of the Project
- ii) Presentation

**Add this folder to the google drive link which is as follows:**

<https://drive.google.com/drive/folders/1tchbBbIQiyo30qnD5f2HB-j4IudTqdp?usp=sharing>

**Additional Notes:**

Ensure your report is well-researched, and use reliable sources for your data. Properly cite all references and adhere to academic standards for writing and presentation.

Good luck with your assignment!

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