

### **Case Extended Marketing mix Services: People and Physical evidence**

Lorenzo attended his first antique auction. He did not enjoy the experience because a number of the attendees smoked and Lorenzo does not smoke. Also, a number of people did not seem serious about buying. It appeared to Lorenzo that some attendees were there simply to visit with their friends. Lorenzo was there to buy and he often had trouble hearing the auctioneer because of the talking.

- a) How customer participation and interaction can be improved?
- b) What advice would you give the auction house if they wanted to improve the auction experience for customers like Lorenzo?