

# ***Summary Chapter 1 & 2***

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- **Role of services in an economy,**
  - its evolution,
  - growth of service sector linked to growth in per capita income in the country.
- **Similarities and differences between manufacturing and service organizations**
- **Distinctive characteristics of Service operations with examples**
- **Aspects of the customer experience,**
  - Types of customer experience based on customer participation and environment relationship.
  - How the customer experience differs between B2B and B2C.
- **Role of technology in service encounter**
- **How the service package impacts the customer experience**

- Importance of strategy for a service organization, competitive service strategies
- Classify the service operations based on 'Degree of Interaction & customization' vs 'Degree of labour intensity'
- Attributes for selecting a service location, "competitive clustering" and "saturation marketing"
- SERVQUAL model for service quality
- Service blueprinting
- Approaches to service system design, key issues to be considered
- Importance of Service Scape in Service facility design
- Conceptual model of service quality with focus on expected and perceived services, dimensions of service quality