**After reading the Sage Hill Inn case (in the textbook), answer the following questions.**

* Define the ‘service-product bundle’ provided to guests (tangible services, intangible services, facilitating goods).

Tangible Services: This includes the hotel, hot tub, the two included meals and all the physical amenities that are included in the stay.

Intangible Services: This includes items such as carrying their luggage, internet, Innkeeper giving a personal orientation, and other items down this line.

Facilitating Goods: This includes items such as the software check in system, food, internet, menus at the restaurant etc.…

* Using the ‘service blueprint’ (flowchart), list 10 possible service failure points (and the associated customer expectations).

1. Meal experience - The meal descriptions are on a blackboard and not an individual menu. The customer will expect higher levels of customer service.
2. Technology - Customers may not like DVDs, the customers’ expectations may be better satisfied with a streaming service.
3. Parking - The inn could provide valet parking.
4. Luggage carrying - The inn needs to create a process to carry their customers’ luggage to their rooms.
5. Customer Experience - The inn could have a concierge that provides customers with additional help and activities.
6. Poor Amenities - The inn could provide more space for activities, adding a gym, exercise and dance classes, and a pickle ball court.
7. Not enough activities - Provide activities such as horses or a small ranch.
8. Poor Transportation - Offer golf carts as transportation or a shuttle service.
9. Cleanliness - If there is a multiday stay, housekeeping.
10. Poor Customer Service - The inn could have tour guides and daily activities.

* For each potential service failure point, determine whether it is (a) self-service or a service provided by the hotel and (b) high-contact or low-contact.

1. Service provided by the hotel – low contact
2. service provided by the hotel – low contact
3. service provided by the hotel - high contact
4. service provided by the hotel - low contact
5. service provided by the hotel – high contact
6. self-service – low contact
7. service provided by the hotel – high contact
8. self-service or a service provided by the hotel – high contact
9. service provided by the hotel – low contact
10. service provided by the hotel – high contact

* For each potential service failure point, generate one idea to help ensure success.

1. Paper menus
2. Provide a streaming service
3. Provide valet parking
4. Staff move the customers’ luggage
5. Provide someone responsible for being a concierge
6. Provide the amenities above.
7. Provide the amenities above.
8. Provide the amenities above and potentially have concierge responsible for handling the checkout.
9. Provide housekeeping on multi day stays.
10. Provide tour guides that you can book through the concierge.

A lot of this rests on having a good concierge and providing good staff to handle customers. The concierge will ensure the flow, and everything will go well for the customers. They can handle covering all the customers’ needs and ensure the variety of needs is met.