**Service Design Project**

**1) Cover Page**

The Cover Page should include the following: plan name, company name, company address, and team names.

**2) Table of Contents**

**3) Company Description**

Describe the company and the service offering. Include the numbers of years it have been in the service industry and any changes to the company service through the years.

**4) Service Decision Framework**

This area covers the responses to the questions outlined in the Services Decision Framework document posted on Course Site (all the questions are listed below). Provide detailed responses so the reader has a complete picture of the service situation.

**5) Service Blueprint**

This is where to show the picture or map of the customer experience with the service. Remember that this is a visual display that simultaneously shows the process of service delivery, customer contact points, customer and employee roles, and the visible elements of the service. Be certain to show each step in a box with the necessary connecting lines and arrows.

**6) Value Proposition Canvas**

Show the value proposition canvas as it relates to your current service offering and your target customers’ desires.

**7) Proposed Redesigned or New Service Solution**

Show the redesigned service offering here as a blueprint and describe the changes from the original offering.

**8) Supporting Information**

Show any surveys or supporting information in this section.

**9) Bibliography**

List any reference sources here. Internet references should follow the following format: Name of the author (if known), “document title,” posting date (if known), <URL>, date accessed

**Service Plan**



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**Company Description**

Molly’s Irish Grille & Sports Pub is a local Bethlehem eatery and bar for local college students and Lehigh Valley residents. The bar has one location which was opened in 2010 and is located in the center of the south side of town on the corner of East 4th and New Street. During the day, Molly’s offers traditional Irish comfort foods in a atmosphere of music and fun. On weeknights and weekends, it attracts a different clientele becoming one of the most energetic bars in the area. Molly’s offers more than quality food and drink, it offers multiple services such as trivia nights and other late night entertainment to be a place where customers can relax and enjoy themselves throughout the week.

**Service Decision Framework**

**What business are we in?**

*With what industry is our service associated?*

Molly’s is in the restaurant and bar industry. Molly’s differentiates itself by serving traditional Irish comfort food, unique alcoholic beverages, as well as other classic menu items.

*With what other goods and services do we compete?*

The restaurant competes with other sit-down establishments on the south side such as La Lupita, Sal’s, or Nawab for food and drink. It also competes against other bars in Bethlehem frequented by college students in the Lehigh Valley such as Broadway Social, Funhouse, Roosevelt’s 21st, Sotto Santi’s, and Tally Ho.

*What solutions do we offer to meet customers’ needs?*

Molly’s offers numerous solutions to fulfill customer’s needs of having a relaxed but high quality dining experience at a fair price. It offers 19 draft beers on tap and imports over 100 beers for its customers. The restaurant also specializes in traditional Irish food such as Shepherd's Pie while still offering staples such as burgers and grilled cheese sandwiches. Finally, it has invested a lot of money to create a great eating environment such as 14 HDTVs with multiple channels, new bathrooms, and better floors.

For the customers that arrive to have a great nighttime experience, Molly’s established itself as the busiest bar on the Southside. It offers multiple drink selections from its selection of import beer to unique cocktails. The bar offers an in house DJ to make sure the mood of the party is always vibrant and exciting. Finally, it still maintains a presentable environment for customers being both safe and clean until closing time.

**What service processes can be used in our operation?**

*Is our service directed at customers in person or at their possessions/assets?*

This service is directed at customers in person. Molly’s Irish Grille and Sports Bar provides food, drink, and entertainment to the college students and young adults of South Bethlehem that attend the bar. All of the offerings are sold for people and not towards their possessions/assets.

*Does the process involve delivery of tangible or intangible actions?*

Molly’s business involves delivery of both actions for their customers. It includes tangible actions such creating quality food and alcoholic beverages. There are also intangible actions Molly’s provides such as making quality interactions between customers and wait staff as well as holding multiple events throughout the week.

*What is the sequence in which different process elements are organized?*

For customers looking to purchase anything in restaurant/bar, they park on the neighboring streets and walk to Molly’s.

For regular dining hours customers seat themselves at one of the tables in the dining area or at the bar. For the tables, a server will approach customers and will bring them the drinks and food they order off the menu. At the end of the meal they are provided a bill that they will pay through the server. For the bar area this interaction will be completed through a bartender. Then after the bill is paid they will leave and drive away.

For bar hours, customers can enter from two different doors. Near both doors are bar areas with seats for which customers can order drinks at. Customers will either stand or sit near the bar table and a bartender will ask them for their order. Then after telling the order from a list above and from the known menu, the employee will make the drink. The staff person will bring the drink to the customer and take money or credit card from them. They will charge the card or put money in the register and then bring back a receipt (card) or change.

*What role does information play?*

Customers information is important to Molly’s (regardless of execution). Since they offer options for food and drink and a host a variety of different events, effectively communicating this information is imperative. To handle this Molly’s interacts with customers with a website, social media accounts, and through word of mouth of other customers. There is also physical evidence at the place such as menus, chalkboards with information, and other advertisements.

**Who are our customers and how should we relate to them?**

*Where should customers fit in our service operation?*

Customers are an important part in the service operation of Molly’s as the business relies on customer experiences and positive word of mouth to bring in future customers. Although the customers do take part in the ordering process for drinks and food, as well as play a part in the special events Molly’s offers, their main role is encouraging others to visit. It is through this method that other college students and local residents will try out this relatively new pub, and with many recurring positive interactions these people will become regular members.

*Do they prefer high or low levels of contact with service personnel and facilities?*

Customers prefer high levels of contact with service personnel and facilities. For the restaurant and bar, the servers and bartenders respectively play an important role in making the experience as enjoyable for the customer. However, there are also low contact service personnel such as the chef/food workers in the kitchen and the cleaning staff that keeps the establishment looking clean and presentable. These members are just as integral as the high level contact employees.

In terms of facilities, customers interact with many different features during any visit. They use the tables and bar in the main dining area or back room for food and drinks. They also may use the arcade machines and pool tables in the center room between the main dining area and the back room. They may interact, if needed, with the bathrooms that have newly renovated. Finally they may interact with the 14 HDTVs that are a major draw for the business.

*How do customers select, purchase, and use our services?*

Customers choose to purchase and use the services provided at Molly’s by word of mouth from other Lehigh/Lehigh Valley students as well as local customers. If a lot of students are attending Molly’s one evening, others will be more likely to attend as well. In addition, events that Molly’s hosts on Tuesday and Thursday evenings (as well as all days of the week) attract customers to use the services provided at Molly’s. They use the services by attending and then participating as necessary.

*What are the key characteristics of the market segments that we target?*

Molly’s mainly targets college students and local residents who are younger and desire a fun atmosphere to spend time with their friends. However, many of the events and the restaurant service overall can also apply to older individuals as well. Molly’s is designed to entertain its customers but also provide them a certain atmosphere based on time of day and event being conducted (bar v. trivia night).

*Which customer relationships are worth developing and preserving?*

Molly’s must develop and preserve its customer relationships with the clientele who eat at the restaurant during the day and those who attend special events throughout the week. Although it is important to stress all customer relationships, the people who go to the bar will be less dissuaded by bad service since Molly’s is known to be crowded and those customers do not go expecting very high service. Customers who go to the restaurant or special events can be very affected by bad service but can also bring in a lot of customers through positive word of mouth.

*What do we do when customers’ expectations are not met?*

**What should be the core and supplementary elements of our service product?**

*What are the characteristics of our core product?*

The product offering that differentiates Molly’s from competitors and serves as a core offering is the high quality food and drinks. The food is fresh, delicious, and consistent while the drinks are also very good. They also offer a lot of different options for both food and drink to satisfy most customers.

*What supplementary service elements augment this core product?*

The supplementary service offerings that augment the core product of the business is events and specials that it holds throughout the week, as well as friendly employees. These both lead to new and returning customers. In addition, Molly’s offers a great environment including 14 HDTVs that have the premium cable packages for customers to watch sports.

*What product benefits will create the most value for target customers?*

*How can we differentiate our service offering from the competition’s?*

**What price should we charge for our services?**

*What costs do we have to recover?*

Molly’s must recover the cost of all of the overhead it requires to do business. This includes the rent of the building, the equipment in the kitchen and behind the bar, employee compensation, the cost of supplies for the food and drinks they sell, the cost of the TVs and sports packages the place orders for them, and finally the costs incurred with the events they hold.

*What monetary prices are competitors charging?   
How sensitive are customers to variations in price?  
What out-of-pocket expenditures do customers face beyond the price of our service?  
What non-financial outlays and burdens do customers incur in purchasing and using our service?*

**How should we communicate what our service has to offer?**

*What do customers need to know about our service, its benefits, and how best to use it?*

Customers need to know the food and drink options and the prices so that they know what to expect of the service. In addition, they need to know the events and the specials that go along with them so that they can make plans accordingly.

*What communication methods and media will be most effective in reaching target audiences?*

Social media is an important place to start when trying to reach college students. Other bars in the area like McGrady’s and Leon’s have utilized Facebook in the past to post information about their hours and specials. In addition, making flyers advertising the events and specials of the night and posting them on social media could be an effective way to reach the target audience because all the information is in one place.

*What impressions can we convey through physical evidence?*

The physical evidence at Molly’s is important in communicating the value the customers are receiving.

*How well are our organization, its capabilities, and its brand names regarded?*

**What are the options for delivering our service?**

*What physical and electronic channels can we use?  
How can we design customer-friendly service facilities?  
Where and when should our service be available?  
Is it feasible to shift from high-contact to low-contact delivery?  
What options exist for using third-party intermediaries?*

**How can we balance productivity and quality?**

*How can we reduce operating costs without spoiling the appeal of our service?  
What do customers expect in return for their money, time, and effort?  
What are our service standards and how are they measured?  
What quality improvements are needed to meet or exceed customer expectations?*

**How should we match demand and productive capacity?**

*How do we define our productive capacity?*

*What are demand levels for our service and do they exceed capacity at any time?*

*What explains variations in demand?  
What strategies can we employ to match demand and capacity?  
How should we design waiting lines and reservations systems?*

**What are appropriate roles for people and technology?**

*How do employees’ attitudes, appearances, and performances affect our success?*The employees are the primary form of contact between Molly’s customers and their services. Therefore, their attitudes, appearances, and performances are what customers base their experiences off of. It is important for employees to portray the image that Molly’s is going for which is a casual, fun restaurant and bar.

*How should we select, train, and motivate customer contact employees?*

Molly’s should interview potential employees and look for interpersonal skills and previous relevant experience. For training, Molly’s should cross-train employees for multiple jobs so that waitresses can also be bartenders and vice versa. Because the crowd at Molly’s varies by time and day, it is important that the employees can fit both roles when necessary and make each customer feel valued.

*Is technology a key strategic thrust in our business or just another operations tool?*

*How would new technologies impact productivity and/or service quality?*

New technologies such as

*Do customers have the skills and desire to use self-service equipment?*

**How can our firm achieve service leadership?**

*Do we have a coherent vision for the future?  
Is this vision defined and driven by a strong, effective leader?  
Are our services recognized for superior value and quality?  
Are we viewed as an ethical organization?  
Can we create marketing strategies that beat the competition?  
Are we known for superior operations and innovative use of technology?  
Are our employees loyal, productive, proactive, and customer-oriented?  
Do we have a reputation as an outstanding place to work?*