

# *PRINCIPLES OF GREAT SERVICE*

## Lesson 1.3

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# Objective

- **Learning Target One – The Nature and Scope of Service Management**

# Topic 1.1 The Nature and Scope of Service

- **Capable of providing:**
  - *sustainable competitive advantage to the firm over the competition*
  - *value for the firm with increased cash flow from satisfied guests*
- **Must provide value for guest and firm**
- **Must meet guest expectations as shaped by the firm**

## Topic 1.2 Managers must Understand

- How guest derive utility from services
- How the organization can produce and deliver the service
- How the organization must be managed to add value and produce profits
- How to enable the organization to meet its objectives to both guests and stakeholders

# Topic 1.3 Managers Must Shift Their Thinking

- From internal (cost control) focus to external (cash flow) focus
- From product focus to total guest experience focus
- From short term to long term focus upon guests, employees, and suppliers
- From technical quality outcomes to overall quality outcomes

## Topic 1.4 Services are Different

- **Service is a performance**
- **The guest is involved in the performance**
- **The guest determines when and where the service will be delivered**
- **Quality control is difficult**

# Topic 1.5 Service Quality

- ***Doing the right thing:***
  - *Responding to the guest needs with the correct competitive methods*
  - *Fulfilling the service promise*
- ***Right:***
  - *Technically and empathetically correct using the core competencies*
- ***Consistently:***
  - *Excellent implementation always*

# Topic 2.3

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# Topic 3.1

# Topic 3.2

# Topic 3.3

# Summary or Conclusions

# Bibliography