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E009

Assignment 2

Q1. What are the characteristics of Service encounter? Explain types of service encounter with an example.

A service encounter is any interaction between a customer and a service provider. It can occur in-person, over the phone, online, or through any other communication channel. Service encounters can have a significant impact on customer satisfaction and loyalty, as well as on the reputation and success of the service provider.

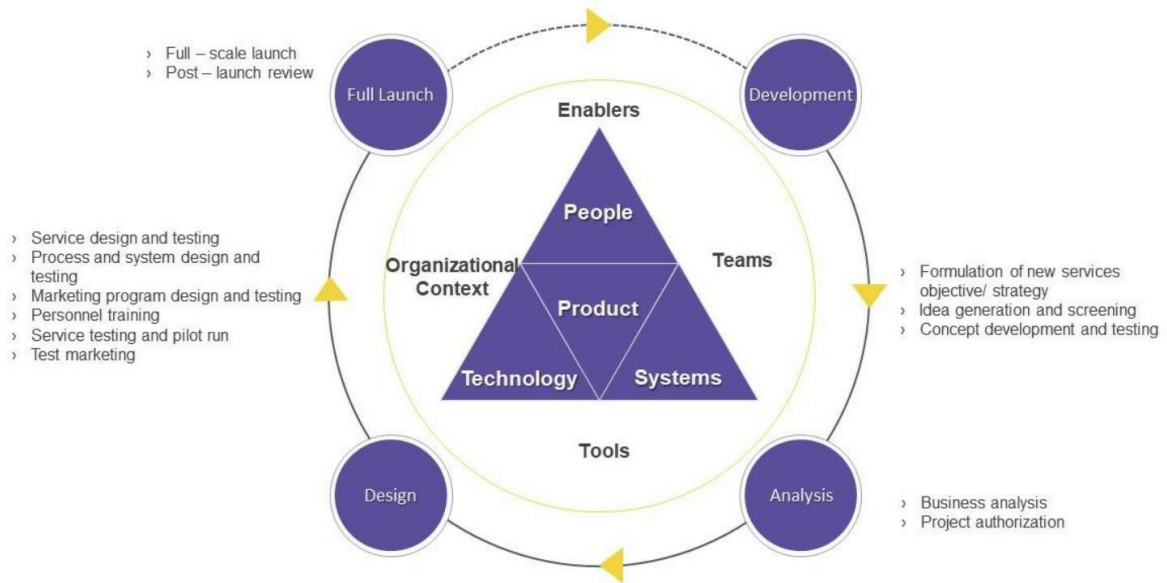
Some common characteristics of service encounters include:

- They involve both the customer and the service provider.
- They are often unpredictable and can vary in terms of complexity and duration.
- They can be emotional experiences for both the customer and the service provider.
- They involve the exchange of information, goods, or services.
 - They can be influenced by a variety of factors, including the physical environment, the behaviour and attitudes of the service provider, and the expectations and needs of the customer.

Types of service encounters:

- 1. Self-service encounter:** The customer performs the service themselves without any assistance from the service provider. Examples include using a self-checkout machine at a grocery store, or using an online banking platform.
- 2. Remote encounter:** The service provider and customer are not physically present in the same location. Examples include phone-based customer service, online chat support, or email communication.
- 3. Technology-based encounter:** The service encounter is facilitated by technology, such as a website, mobile app, or social media platform. Examples include ordering food through a mobile app or booking a hotel room through a website.
- 4. Face-to-face encounter:** The customer and service provider are physically present in the same location. Examples include going to a restaurant, visiting a retail store, or attending a live event.

Q2. Explain with diagram New service design process “for A large software” – you will need 12 programmers, 2 Clerks and 1 manager for 8 months to develop this software .



1. **Development:** In this phase, the software team will begin coding the software based on the requirements gathered from the client. The team will divide the development work among the programmers to ensure that they can complete the project within the given timeframe. During this phase, the programmers will develop the software's functionality and user interface.
2. **Analysis:** In this phase, the software testers will test the software to ensure that it works as intended. They will analyse the software for any bugs, errors, and issues that may arise. If any issues are found, the testers will report them to the development team for fixing.
3. **Design:** In this phase, the design team will create a visual design for the software. They will create wireframes and mock-ups to communicate the layout, look, and feel of the software. The design team will work closely with the programmers to ensure that the software's design and functionality are aligned.
4. **Full Launch:** In this phase, the software is deployed to the client's servers or a thirdparty hosting platform. The software will be fully launched and made available to users. The launch process involves transferring the developed software to the production environment, configuring it for the live environment, and making it available for use by end-users. The software is released only after rigorous testing and quality assurance checks.

Q3. What is service scape? Elaborate on many roles of service scope.

Service scape refers to the range of services that a company offers to its customers. It includes all the services that a company provides to its customers, from basic to advanced services. Service scape plays an important role in shaping the customer's perception of the company and influencing their behaviour and satisfaction.

Here are some of the roles that service scape can play:

1. **Facilitator:** The service scope can act as a facilitator by providing a variety of services that help customers achieve their goals. This can include providing a range of

products and services that meet customers' needs, or providing additional services that complement the core service.

2. **Socializer:** The service scope can act as a socializer by providing a platform for customers to interact with each other and the company. This can include offering social events, forums, or online communities where customers can share their experiences and connect with others.
3. **Package:** The service scope can act as a package by offering a bundle of services that meet customers' needs. This can include offering a package of products and services that are tailored to a specific customer segment, or bundling services together to provide a comprehensive solution.
4. **Differentiator:** The service scope can act as a differentiator by providing unique or innovative services that set the company apart from its competitors. This can include offering new or cutting-edge services that address a gap in the market, or providing services that are tailored to a specific customer segment.
5. **Emotional Response:** The service scope can create an emotional response in customers by providing services that elicit positive emotions, such as comfort, pleasure, excitement, or inspiration. This can include providing services that are designed to create a specific atmosphere, or offering services that are tailored to the customer's individual needs and preferences.

Q4. Differentiate between product dominant logic and Service dominant logic.

Product Dominant Logic (PDL):

PDL is a traditional approach that focuses on creating and delivering tangible products to meet customer needs. This approach assumes that value is created through the production and distribution of products, and that customers buy products based on their intrinsic attributes (such as quality, features, and price). In this approach, the focus is on the product itself, rather than the customer experience.

Service Dominant Logic (SDL):

SDL is a more modern approach that focuses on creating and delivering value through services. This approach assumes that value is co-created by the customer and the service provider, and that customers buy services based on the benefits and experiences they receive. In this approach, the focus is on the customer's needs, and the aim is to create a personalized, memorable, and positive customer experience.

Here are some key differences between PDL and SDL:

- **Value creation:** PDL assumes that value is created by the product, whereas SDL assumes that value is co-created through the customer experience.
- **Customer focus:** PDL focuses on the product, whereas SDL focuses on the customer and their needs.
- **Role of the customer:** PDL sees the customer as a passive recipient of the product, whereas SDL sees the customer as an active co-creator of value.

- **Tangible vs. intangible:** PDL deals with tangible products, whereas SDL deals with intangible services.
- **Relationship building:** SDL places a greater emphasis on building long-term relationships with customers, whereas PDL focuses more on making one-time sales.

Q5. What is a service strategy? Explain various competitive service strategies.

A service strategy is a plan or roadmap that outlines how a company intends to deliver exceptional services to its customers in order to differentiate itself from competitors and achieve a competitive advantage. It involves identifying the unique needs and expectations of customers and designing services that meet or exceed those needs.

Here are some examples of competitive service strategies:

1. **Overall cost leadership:** This strategy focuses on offering services at a lower cost than competitors while maintaining quality. Companies can achieve this by implementing cost-saving measures, optimizing operations, and streamlining processes.
2. **Seek low-cost customers:** This strategy focuses on targeting customers who are price-sensitive and willing to sacrifice some quality in order to get a lower price. Companies can achieve this by offering basic services at a lower cost, such as no-frills airline tickets or economy hotel rooms.
3. **Standardize customer service:** This strategy focuses on delivering consistent and standardized services across all customer touchpoints, regardless of the location or channel. This can be achieved by developing standard operating procedures and training employees to follow them.
4. **Reduce network costs:** This strategy focuses on reducing the cost of delivering services by optimizing the network of facilities, staff, and technology. This can be achieved by consolidating operations, using technology to automate processes, and outsourcing non-core functions.
5. **Create a differentiated customer experience:** This strategy focuses on providing a unique and differentiated customer experience that stands out from competitors. This can be achieved by offering personalized services, creating a strong brand identity, and investing in employee training and development.
6. **Implement a customer loyalty program:** This strategy focuses on building customer loyalty by offering incentives and rewards to repeat customers. This can be achieved by offering discounts, free services, or exclusive access to special events or products.

Q6. What are the features of queuing system?

Give classification of service processes and calling population.

Features of Queuing System:

1. **Arrival Pattern:** Refers to the manner in which customers arrive at the service system. The arrival pattern can be modelled as a Poisson process or a batch process.

2. **Service Pattern:** Refers to the time required to serve each customer. The service pattern can be modelled as a deterministic or random process.
3. **Queue Discipline:** Refers to the rule or policy used to determine the order in which customers are served. Examples of queue discipline include first-come, first-served (FCFS), last-come, first-served (LCFS), and priority service.
4. **Queue Configuration:** Refers to the physical layout of the queue, such as the number of waiting lines, the number of servers, and the seating arrangements.
5. **Queue Length:** Refers to the number of customers waiting in the queue at any given time.
6. **Queue Capacity:** Refers to the maximum number of customers that can be served by the system at any given time.

Classification of Service Processes:

1. **Professional Service:** This involves providing expert advice or guidance to customers, such as legal or financial services.
2. **Service Shop:** This involves providing a service that is customized or tailored to the needs of the customer, such as hairdressing or auto repair.
3. **Mass Service:** This involves providing a standardized service to a large number of customers, such as fast food or airline travel.
4. **Service Factory:** This involves providing a service that is highly standardized and delivered in a high-volume, low-cost environment, such as call centers or online customer support.

Classification of Calling Population:

1. **Finite Calling Population:** This refers to a queuing system where the number of customers is limited and known in advance.
2. **Infinite Calling Population:** This refers to a queuing system where the number of customers is potentially unlimited, and the arrival pattern is modeled using a probability distribution.
3. **Bulk Arrivals:** This refers to a queuing system where customers arrive in groups or batches, rather than as individuals.
4. **Markovian Arrivals:** This refers to a queuing system where the arrival pattern follows a Markov process, meaning that the probability of arrival at any given time depends only on the current state of the system.

Q7. What are the different characteristics of Inventory system?

1. **Stock Level:** The inventory system should maintain the appropriate stock level of goods to ensure that customer demands are met while avoiding overstocking or stockouts.
2. **Ordering Policy:** The inventory system should determine the optimal time to place orders for goods, taking into consideration lead time, order cost, and inventory holding cost.

3. **Inventory Holding Cost:** The inventory system should factor in the cost of holding inventory, which includes the cost of storage, handling, insurance, and other associated costs.
4. **Lead Time:** The inventory system should account for the time it takes to receive goods after an order is placed, including the time required for production and transportation.
5. **Demand Forecasting:** The inventory system should be able to forecast demand for goods to ensure that sufficient stock is available to meet customer demand.
6. **Safety Stock:** The inventory system should maintain a safety stock to protect against unexpected increases in demand, supply chain disruptions, or delays in order delivery.
7. **ABC Analysis:** The inventory system should classify inventory items based on their importance to the business, with the A items being the most critical and the C items being the least critical.
8. **Technology:** The inventory system should leverage technology to optimize inventory management, such as using barcode scanners, RFID tags, or inventory management software.
9. **Economic Order Quantity:** The inventory system should use the Economic Order Quantity (EOQ) model to determine the optimal order quantity for each inventory item, balancing the cost of ordering with the cost of holding inventory.

Q8. Why do you outsource services? Give risks and benefits of outsourcing services.

Outsourcing services refers to the practice of contracting out specific business processes or tasks to a third-party service provider rather than performing them in-house. This can involve outsourcing services such as IT support, customer service, accounting and finance, human resources, marketing, and other business functions.

Benefits of Outsourcing Services:

1. **Cost Reduction:** Outsourcing services can often be less expensive than hiring and training full-time employees to perform the same tasks. This is because third-party service providers can often provide services at a lower cost due to economies of scale, lower labor costs, and fewer overhead expenses.
2. **Access to Expertise:** Outsourcing services can provide organizations with access to specialized skills, expertise, and knowledge that they may not have in-house. This can help organizations to achieve better outcomes and results.
3. **Focus on Core Business:** Outsourcing non-core services allows organizations to focus on their core business activities and strategic priorities. This can help organizations to achieve their business objectives more effectively.
4. **Scalability:** Outsourcing services can provide organizations with the flexibility to scale up or down their operations quickly and efficiently. This can help organizations to adapt to changing market conditions and customer demands.
5. **Improved Quality:** Outsourcing services to specialized providers can often result in improved quality of work and better outcomes. This is because third-party service providers often have more experience, knowledge, and expertise in their area of specialization.

Risks of Outsourcing Services:

1. **Loss of Control:** Outsourcing services to a third-party provider can result in a loss of control over the quality and timeliness of work. This is because the organization may not have direct oversight or management of the service provider's work.
2. **Security Risks:** Outsourcing services can expose organizations to security risks, such as data breaches and intellectual property theft. This is because the organization may be sharing sensitive information with the service provider, who may not have the same level of security controls in place.
3. **Communication Challenges:** Outsourcing services can lead to communication challenges and misunderstandings between the organization and the service provider. This is because the service provider may be located in a different region or country, and may not have the same language or cultural background as the organization.
4. **Cultural Differences:** Outsourcing services to providers in different countries or regions can result in cultural differences that may impact the quality of work. This is because the service provider may not have the same cultural background or understanding of the organization's culture.
5. **Contractual Issues:** Outsourcing services can result in contractual issues, such as disputes over pricing, deliverables, and scope of work. This is because the service provider may have different expectations or interpretations of the contract terms and conditions.

Q9. Give different steps in service blueprinting. Explain it with an example.

1. **Find support:** The first step in service blueprinting is to get buy-in and support from stakeholders, including employees and management. This involves explaining the purpose of the blueprint, the benefits of creating one, and how it will be used.
2. **Define the goal:** The next step is to define the specific goal or objectives of the service blueprint. This could include improving the customer experience, streamlining service processes, or identifying areas for cost savings.
3. **Gather research:** Once the goal has been defined, the next step is to gather research and data on the service process being mapped. This can involve gathering customer feedback, conducting customer journey mapping exercises, and analyzing service metrics.
4. **Map the blueprint:** The next step is to create the service blueprint itself. This involves mapping out the various customer touchpoints, service processes, and support systems involved in delivering the service. The blueprint should be organized in a clear and visually appealing way, with symbols and annotations used to indicate the different steps and interactions involved.
5. **Refine:** After the blueprint has been created, it should be refined and revised based on feedback from stakeholders and additional research. This can involve making changes to the layout, adding or removing steps, or modifying annotations to make them clearer.
6. **Distribute:** The final step is to distribute the service blueprint to relevant stakeholders, including employees, management, and any other parties involved in delivering the

service. This can involve creating digital or physical copies of the blueprint and distributing them via email, printouts, or other channels.

For example, let's say a company wants to create a service blueprint for its customer service process. The first step would be to find support from key stakeholders, including customer service representatives, managers, and IT staff. The goal of the blueprint could be to identify areas for process improvement and cost savings.

Next, the company could gather research on the customer service process by conducting customer surveys, analysing call centre data, and interviewing customer service representatives. Based on this research, the service blueprint could be mapped out, including all the different touchpoints involved in the customer service process, such as phone calls, emails, and chatbots. Annotations could be used to indicate the different steps involved in each touchpoint, including greetings, issue resolution, and follow-up.

After the blueprint is created, it could be refined based on feedback from stakeholders, such as adding additional touchpoints or modifying the annotations to make them clearer. Finally, the blueprint could be distributed to all relevant parties, including customer service representatives, managers, and IT staff, to ensure everyone is on the same page when it comes to the customer service process.

Q10. What are different dimensions of service quality? Explain each one properly.

Dimension	Definition	Example
Tangibles	Includes the physical appearance of the physical service facilities, the equipment, the personnel who do the servicing, the communication materials and all tangible elements of service provider facilities or surroundings	Cleanliness of the environment; personnel uniform; vehicles; flight

Service reliability	Differs from the product reliability in that it relates to the ability of the service provider to perform the promised service dependably and accurately	Achieving delivery times stated on the website
Responsiveness	The willingness of the service provider to be helpful, be prompt in providing services, and to respond to customers' requests, problems or complaints	The speed of helping customer online or by telephone
Assurance	The knowledge and courtesy of employees and their ability to inspire trust and confidence – creating trust and confidence will gain the customers' loyalty	The excellent reputation and high levels of trust based on previous experiences with the company

Empathy	<p>Caring, individual attention paid to customers by the service firm to meet each customer's demands properly.</p>	<p>Employees' high emphasis on customer requests to achieve higher satisfaction</p>
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Q11. Explain service delivery system for a large hospital like TATA hospital. A new service like allotting a room for patients relative in TATA hospital quarters is planned. How you will design this new service?

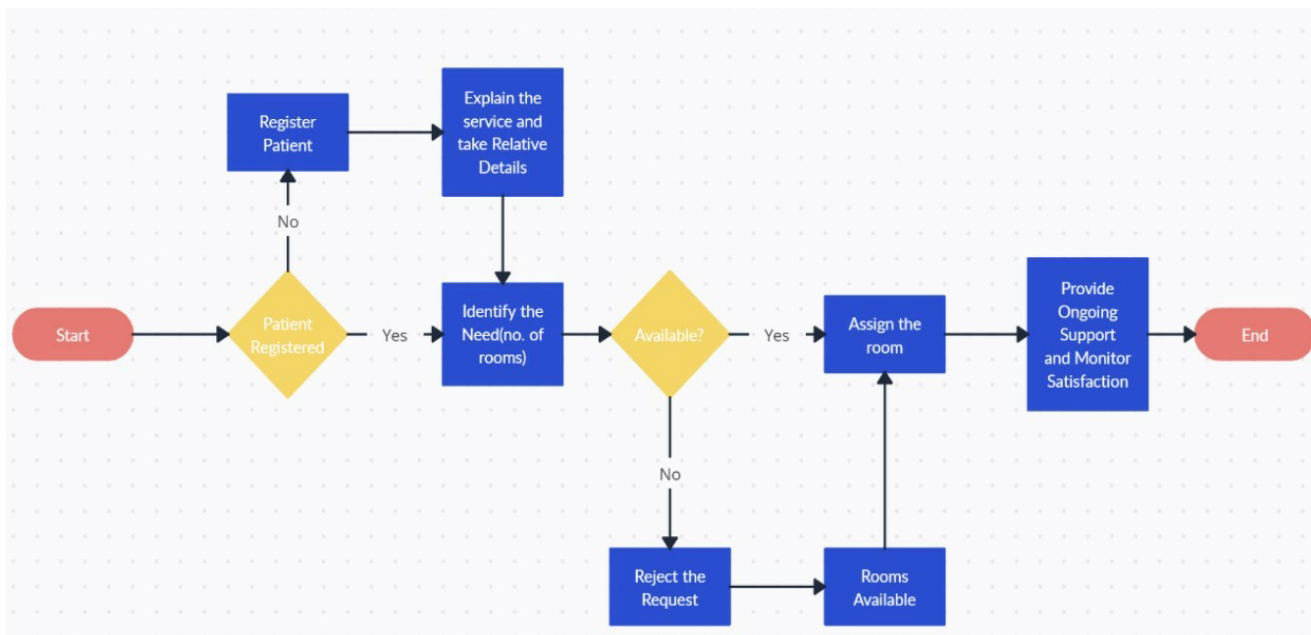
1. **Patient Intake and Registration:** The first step in any hospital service delivery system is to intake patients and register them into the hospital system. This typically involves a range of administrative processes such as gathering patient information, verifying insurance coverage, and assigning patients to rooms or wards.
2. **Clinical Assessment and Diagnosis:** Once patients are registered, they are typically assessed and diagnosed by a team of medical professionals, including doctors, nurses, and other specialists. This process may involve a range of tests, scans, and other diagnostic procedures to help identify the root cause of a patient's illness or injury.
3. **Treatment Planning and Implementation:** Based on the results of the clinical assessment and diagnosis, the medical team will develop a treatment plan for the patient. This may involve a range of interventions such as medication, surgery, physical therapy, or other specialized treatments. The medical team will work closely with the patient to implement the treatment plan and monitor progress.
4. **Patient Monitoring and Follow-Up:** Throughout the treatment process, patients will be monitored closely to ensure that they are responding well to treatment and that any necessary adjustments are made in a timely manner. Patients may also be provided with follow-up care and support, such as rehabilitation or counseling, to help them recover from their illness or injury.
5. **Administrative Support:** Behind the scenes, a range of administrative support services will be provided to ensure that the hospital runs smoothly and efficiently. This may include support services such as maintenance and housekeeping, food services, and IT support to ensure that medical records and other critical information are accurately maintained and accessible to medical staff.
6. **Emergency Department:** A large hospital like TATA hospital may have a dedicated emergency department (ED) to handle medical emergencies that require immediate attention. The ED will typically have a team of highly trained medical professionals, including emergency physicians, nurses, and support staff, who are equipped to handle a wide range of medical emergencies.
7. **Imaging and Diagnostic Services:** Many hospitals have on-site imaging and diagnostic services to help medical professionals diagnose and treat patients. These

services may include X-rays, CT scans, MRIs, ultrasounds, and other types of diagnostic imaging. The hospital may also have a laboratory for conducting diagnostic tests, such as blood tests or urinalysis.

8. **Pharmacy Services:** A hospital pharmacy is responsible for providing patients with the medications prescribed by their medical team. This may involve dispensing medications from the hospital pharmacy or providing medication to patients on an as-needed basis. The pharmacy may also have a team of pharmacists and other professionals who can provide medication counseling and advice to patients.
9. **Rehabilitation Services:** After a patient is discharged from the hospital, they may require rehabilitation services to help them recover from their illness or injury. A large hospital like TATA hospital may have an on-site rehabilitation center that provides physical therapy, occupational therapy, speech therapy, and other types of rehabilitation services to patients.
10. **Patient and Family Support Services:** A hospital may also provide support services to patients and their families to help them cope with the emotional and practical challenges that can arise during a hospital stay. These support services may include social work, pastoral care, patient advocacy, and patient and family education.

Allotting a Room to a relative service design process:

1. **Identify the need:** Determine the patient's expected length of stay and whether they have a family member or caregiver who needs to stay with them.
2. **Determine availability:** Check the availability of rooms that are suitable for extended stays, such as those with en-suite bathrooms, comfortable furnishings, and amenities like TV and internet access.
3. **Explain the service:** Explain to the patient or their family member the availability of rooms for extended stays, the cost, and any other details about the service.
4. **Complete paperwork:** If the patient or their family member wishes to take advantage of the extended stay room service, complete the necessary paperwork, such as a registration form and agreement on room rates and terms.
5. **Assign the room:** Once the paperwork is complete, assign the patient or their family member to a suitable room and provide them with keys and any other necessary information about the room.
6. **Provide ongoing support:** Ensure that the patient and their family member have ongoing support during their stay, such as regular check-ins and access to services like laundry and meal delivery.
7. **Monitor satisfaction:** Regularly monitor the patient and their family member's satisfaction with the extended stay room service, and make improvements as needed based on feedback.



Q12. Service guarantee promotes organizational effectiveness. Is this statement TRUE or FALSE? Justify your answer.

The statement "Service guarantee promotes organizational effectiveness" can be considered true to a certain extent.

A service guarantee is a promise made by an organization to its customers that it will meet certain performance standards or expectations, and provide compensation or remediation if those standards are not met. By offering a service guarantee, an organization is essentially making a commitment to its customers that it will provide high-quality service and deliver on its promises.

In terms of organizational effectiveness, a service guarantee can have several potential benefits:

- **Improved Customer Satisfaction:** A service guarantee can help to improve customer satisfaction by providing customers with the confidence that the organization is committed to delivering high-quality service. This can lead to increased loyalty, repeat business, and positive word-of-mouth recommendations.
- **Enhanced Reputation:** A service guarantee can also enhance an organization's reputation by demonstrating that it is confident in its ability to deliver high-quality service. This can help to attract new customers and build trust with existing ones.
- **Motivated Employees:** A service guarantee can motivate employees to provide high-quality service by providing a clear set of performance standards and expectations. This can help to improve employee morale, engagement, and productivity.
- **Continuous Improvement:** Finally, a service guarantee can help to drive continuous improvement within an organization by providing feedback on areas where performance falls short. This can help to identify areas for improvement and drive innovation and change.

However, it is important to note that simply offering a service guarantee is not enough to promote organizational effectiveness. The guarantee must be backed up by a strong commitment to service quality and a culture of continuous improvement. In addition, the guarantee must be communicated effectively to customers, and the organization must be able to deliver on its promises consistently. Without these elements in place, a service guarantee may not have a significant impact on organizational effectiveness.