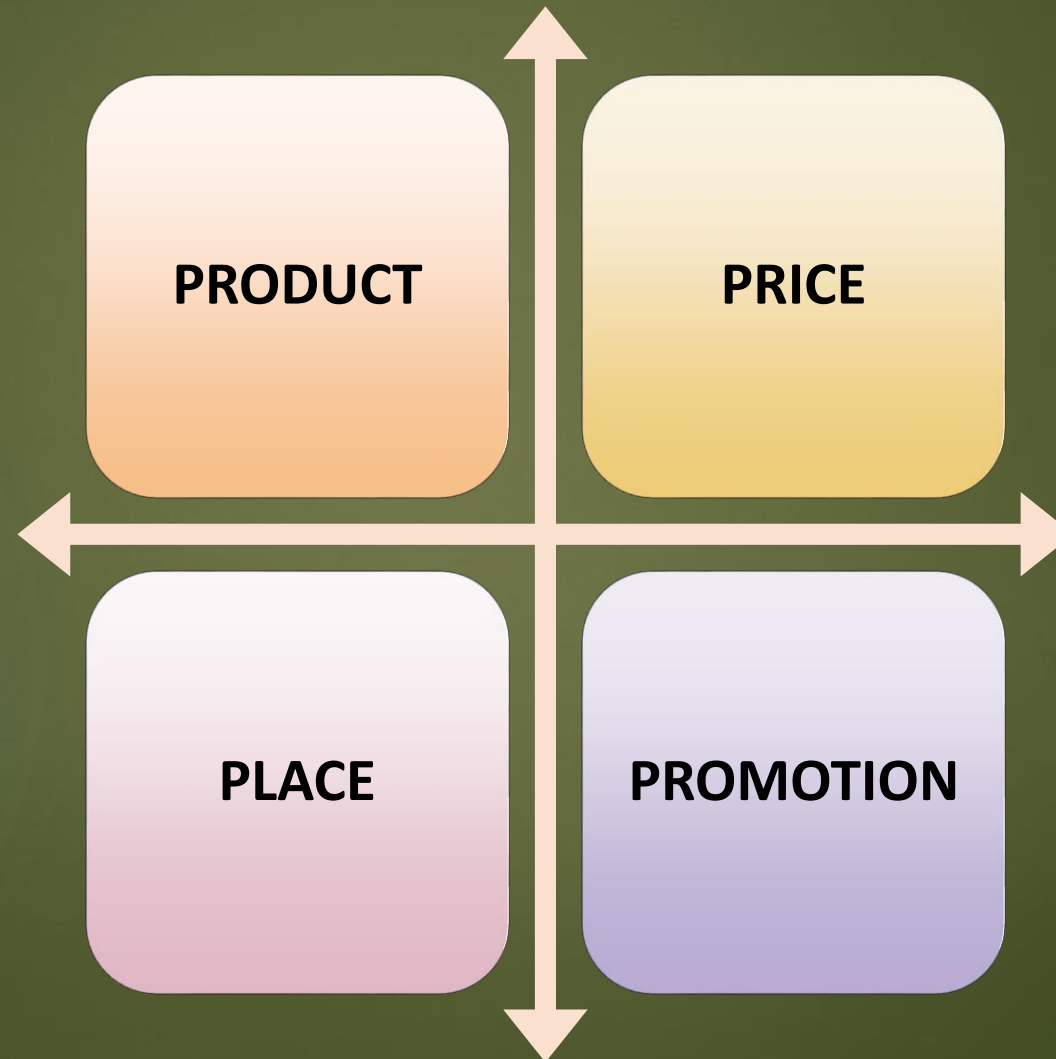


ISSUES IN MARKETING OF SERVICES

MARKETING MIX



EXTENDED SERVICE MARKETING (7 Ps)

PRODUCT

PRICE

PLACE

PROMOTION



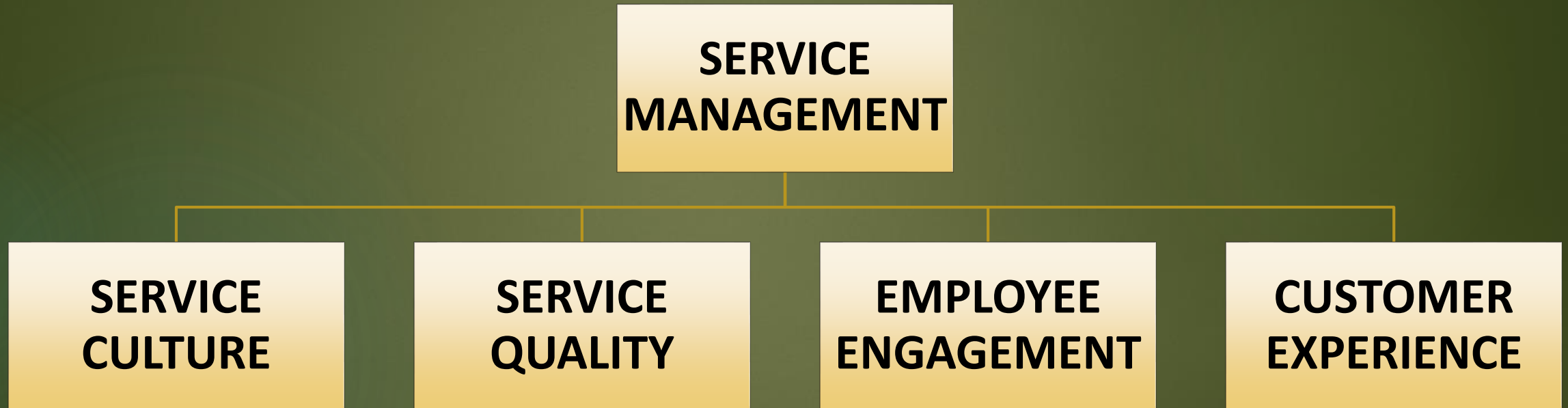
PEOPLE

PROCESS

PHYSICAL
EVIDENCE

SERVICE DELIVERY PROCESS (MEANING)

THE FOUR KEY ELEMENT OF SERVICE DELIVERY SYSTEM:



SERVICE BLUEPRINT

A SERVICE BLUEPRINT IS AN OPERATIONAL PLANNING TOOL THAT PROVIDES GUIDANCE ON HOW A SERVICE WILL BE PROVIDED, SPECIFYING THE PHYSICAL EVIDENCE, STAFF ACTION AND SUPPORT SYSTEM NEEDED TO DELIVER THE SERVICE ACROSS ITS DIFFERENT CHANNELS.

COMPONENTS OF SERVICE BLUEPRINT

- **CUSTOMER ACTIONS LINE OF INTERACTION**
- **ONSTAGE EMPLOYEE ACTIONS LINE OF VISIBILITY**
- **BACKSTAGE EMPLOYEE ACTION LINE OF INTERNAL INTERACTION**
- **SUPPORT PROCESSES**

SERVICE MAPPING

SERVICE MAPPING IS THE PROCESS OF UNDERSTANDING A SERVICE. SERVICE MAP CAPTURES THE TANGIBLES AND INTANGIBLE ELEMENTS OF THE SERVICE AS WELL AS THE INTERNAL & EXTERNAL PROCESSES IN CREATING AND DISSEMINATING THE SERVICE.

**SERVICE
MAPPING**

- **PROCESS**
- **POINT OF CONTACT**
- **EVIDENCE**

MANAGING EMPLOYEE FOR SERVICE ORIENTATION

SERVICE ORIENTATION IS A COMBINATION OF PERSONALITY TRAITS AND A PREDISPOSITION TO BE HELPFUL, THOUGHTFUL, CONSIDERATE AND CO-OPERATIVE AND CAN MAJORLY IMPACT A COMPANY'S REPUTATION FOR CUSTOMER SERVICE.

MANAGING EMPLOYEE FOR SERVICE ORIENTATION

FOR CREATING A SERVICE ORIENTED CULTURE:

- COMPANY CULTURE
- EMPLOYEES AS CUSTOMERS
- HIRE LIKE MINDED WORKERS
- TRAINING AND EDUCATION
- OPTIMISZED OPERATIONS
- CUSTOMER FEEDBACK

DISTRIBUTION STRATEGIES OF SERVICE

- **DIRECT DELIVERY OF SERVICES**
- **DELIVERY OF SERVICE THROUGH INTERMEDIERIES**

DIFFERENT DISTRIBUTION CHANNELS IN A SERVICE BUSINESS

➤ DIRECT SALES

ADVANTAGES OF DIRECT SALES

- COMPANY HAS CONTROL OVER OUTLETS
- ALLOWS EXPANSION OR CONTRACTION OF BUSINESS
- OWNS THE CUSTOMER RELATIONSHIP

DIFFERENT DISTRIBUTION CHANNELS IN A SERVICE BUSINESS

➤ AGENTS

ADVANTAGES OF AGENTS

- REDUCED SELLING AND DISTRIBUTION COSTS
- INTERMEDIARYs POSSES SPECIAL SKILLS AND KNOWLEDGE
- WIDE REPRESENTATION

DIFFERENT DISTRIBUTION CHANNELS IN A SERVICE BUSINESS

- PARTNERS
- OPAQUE DISTRIBUTION
- FRANCHISING
- ELECTRONIC CHANNELS

CHALLENGES IN DISTRIBUTION OF SERVICES

- CHALLENGES FOR ORIGINAL SUPPLIERS
- CHALLENGE OF DISTRIBUTION IN LARGE DOMESTIC MARKET
- CHALLENGES OF DISTRIBUTERS INTERNATIONALLY
- CHALLENGES FOR FRANCHISOR
- CHALLENGES FOR FRANCHISEE
- CHALLENGES OF AGENTS
- CHALLENGES IN DISTRIBUTING THROUGH ELECTRONIC CHANNELS

VALUE DELIVERY SYSTEM

**CHOOSE THE
VALUE**



**PROVIDE THE
VALUE**



**COMMUNICATE
THE VALUE**

PROMOTIONAL STRATEGIES IN FINANCIAL SERVICES

**PROMOTIONAL
STRATEGIES IN
FINANCIAL
SERVICES**

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graph TD; A[PROMOTIONAL STRATEGIES IN FINANCIAL SERVICES] --- B[ADVERTISING]; A --- C[SALES PROMOTION]; A --- D[PUBLIC RELATION]; A --- E[PERSONAL SELLING];
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ADVERTISING

**SALES
PROMOTION**

PUBLIC RELATION

**PERSONAL
SELLING**