ISSUES IN MARKETING OF SERVICES

MARKETING MIX

PRODUCT

PRICE

PLACE

PROMOTION
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 MANAGEMENT
- SERVICE CULTURE
- SERVICE QUALITY
- EMPLOYEE ENGAGEMENT
- CUSTOMER EXPERIENCE
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 IN A 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.

- 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 COMPANYs 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
- OPTIMIZED OPERATIONS
- CUSTOMER FEEDBACK
DISTRIBUTION STRATEGIES OF SERVICE

- DIRECT DELIVERY OF SERVICES
- DELIVERY OF SERVICE THROUGH INTERMEDIARIES
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

- Advertising
- Sales Promotion
- Public Relation
- Personal Selling