Term project

The Project: Prepare a service concept for a real company or purpose in the Boston Area.

The Scope: The purpose of this assignment is to give you an opportunity to develop a complete service concept for a real business. An integrated service concept implies multiple steps to be carried out over time and it may also imply numerous creative executions, some of which may be dependent on prior steps. The students should use the service book as a guide for the project. Below is a guideline list students can follow:

• ca. 1 page: Executive summary (incl. mission)
• ca. 3 pages: Market summary, situation assessment and analysis (incl. SWOT)
• ca. 12 pages: Service Concept & Marketing Strategy (incl. “Prototypes”). This part should include and applied some of the concepts and techniques learned in the class. e.g. Flower of Service, Blueprint & service scripts, Role descriptions, Pricing plan, Distribution plan, Communication plan, Servicescape planning, Website integration, Garantie or Reward program?
• ca. 2 pages: Future recommendation with priorities, budget plan, and timeline

Approach to support your client

1. Situation Analysis
   ➢ Interview with the Management
   ➢ Analysis of the Industry
   ➢ SWOT
   ➢ Major Service Management Problems?

2. Problem definition
   ➢ Priorities of Problems
   ➢ Be aware of the resources
   ➢ Finding the right tools to deliver an answer for the problem
   ➢ Don’t oversee easy fixes of (smaller) problems
   ➢ Prepare the application of the tools and execute
   ➢ Based on this deliver recommendations
Typical Management Problems (1)

- What should we offer?
  - Service Flower, Outsourcing Decision, Full Services & No Frills, Blue-Print, Customer Integration

- What are the customer needs?
  - Market research (Ethnography), Mystery Shopping, Risks, Search Attributes

- Do we offer good quality? Is the customer satisfied?
  - Gap Model, ServQual, Hard & Soft Measures, Productivity Measures, Service standards

Typical Management Problems (2)

- How can we improve our service? Why do we fail sometimes?
  - Fishbone-Diagram, Blue-Printing, Pareto-Diagram, Critical incident technique, Employee Empowerment

- How can we retain the customer? How can we ensure the customer comes back?
  - Service Recovery, Reward & Loyalty Programs, Script, Risk, Convenience

- Does the customer get our message right? What does he receive?
  - Communication Metaphors, Corporate Identity, Scripts & Roles, Servicescape