## SERVICES MARKETING INTEGRATING CUSTOMER FOCUS ACROSS THE FIRM

THIRD EUROPEAN EDITION



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## Brief Table of Contents

About the authors	х	
Preface	xi	
Acknowledgements	xiv	
Guided tour	xvi	
Technology to enhance learning and teaching: Connect	xviii	
PART 1: Foundations for services marketing	2	
1 Introduction to services	4	
2 Consumer behaviour in services	27	
3 Customer expectations of service	48	
4 Customer perceptions of service	69	
5 The gaps model of service quality	91	
PART 2: Understanding customer requirements	106	
6 Listening to customers	108	
7 Building customer relationships	132	
PART 3: Aligning service design and standards	160	
8 Service innovation and design	162	
9 Customer-defined service standards	188	
10 The physical and virtual servicescape	210	
PART 4: Delivering and performing service	232	
11 Employees' roles in service delivery	234	
12 Customers' roles in service delivery	260	
13 Delivering service through electronic channels and intermediaries	282	
14 Managing demand and capacity	300	
15 Service recovery	325	
PART 5: Managing service promises	352	
16 Managing external and internal communications	354	
17 Pricing of services	377	
PART 6: Service and the bottom line	398	
18 The financial impact of service quality	400	
Case Section	418	
Endnotes		
Index		

## Detailed Table of Contents

About the authors



Х

χi

xiv

xvi

xviii

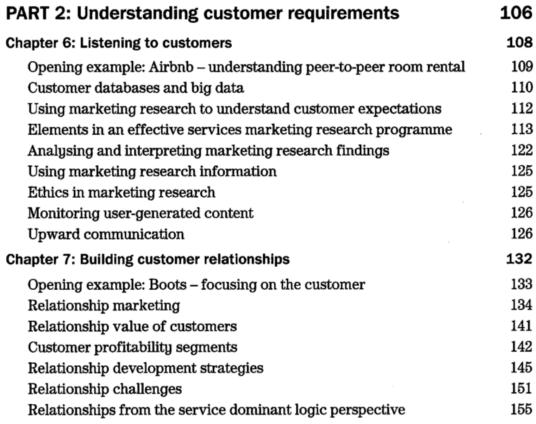


FART 1. Foundations for services marketing	~
Chapter 1: Introduction to services	4
Opening example: Europe's position as a global services provider	5
What are services?	5
Service dominant logic	7
Why services marketing?	13
Service and technology	14
Characteristics of services impacting on marketing activities	17
Services marketing mix	21
Staying focused on the customer	24
Chapter 2: Consumer behaviour in services	27
Opening example: The travelling millenniums and their	
buying behaviour	28
Search, experience and credence properties	29
Consumer choice	30
Consumer experience	35
Post-experience evaluation	39
Understanding differences among consumers	41
Chapter 3: Customer expectations of service	48
Opening example: The ash cloud - KLM and British Airways response	49
Importance of customer expectations	50
Meaning and types of service expectations	50
Factors that influence customer expectations of service	55
Issues involving the management of customer service expectations	61
Chapter 4: Customer perceptions of service	69
Opening example: Changing perceptions – Virgin Money	70
Customer perceptions	70
Customer satisfaction	72
Ensuring high customer satisfaction	75
Service quality	76
Service encounters: the building blocks for customer perceptions	81
The evidence of service	86

vii



Chapter 5: The gaps model of service quality	
Opening example: Amazon – providing excellent service	92
The customer gap	93
The provider gaps	94
Putting it all together: closing the gaps	100





PART 3: Aligning service design and standards	
Chapter 8: Service innovation and design	
Opening example: My Starbucks idea – crowdsourcing innovation	163
Challenges of service innovation policy	164
New service development processes	166
Types of new services	167
Stages in service innovation and development	168
Service blueprinting	174
High-performance service innovations	183
Chapter 9: Customer-defined service standards	
Opening example: DHL freight – understanding service standards	
from the customer perspective	189
Factors necessary for appropriate service standards	190
Types of customer-defined service standards	194
Development of customer-defined service standards	196
Chapter 10: The physical and virtual servicescape	
Opening example: Redesigning fast food	211
Physical evidence	212
Types of servicescapes	215
Strategic roles of the servicescape	217



PART 4: Delivering and performing service  Chapter 11: Employees' roles in service delivery  Opening example: The critical role of the employees Service culture  The critical importance of service employees Boundary-spanning roles Strategies for delivering service quality through people Customer-oriented service delivery  Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Delivering service through mobile channels  Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Framework for understanding servicescape effects on behaviour	219
Chapter 11: Employees' roles in service delivery  Opening example: The critical role of the employees Service culture  The critical importance of service employees Boundary-spanning roles Strategies for delivering service quality through people Customer-oriented service delivery  Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Guidelines for physical evidence strategy	227
Opening example: The critical role of the employees Service culture The critical importance of service employees Boundary-spanning roles Strategies for delivering service quality through people Customer-oriented service delivery Chapter 12: Customers' roles in service delivery Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	PART 4: Delivering and performing service	232
Service culture The critical importance of service employees Boundary-spanning roles Strategies for delivering service quality through people Customer-oriented service delivery Chapter 12: Customers' roles in service delivery Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through electronic channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Chapter 11: Employees' roles in service delivery	234
The critical importance of service employees Boundary-spanning roles Strategies for delivering service quality through people Customer-oriented service delivery  Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Opening example: The critical role of the employees	235
Boundary-spanning roles Strategies for delivering service quality through people Customer-oriented service delivery  Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through electronic channels Delivering service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Service culture	236
Strategies for delivering service quality through people Customer-oriented service delivery  Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through electronic channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies when demand and capacity cannot be matched Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	The critical importance of service employees	238
Customer-oriented service delivery  Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Boundary-spanning roles	241
Chapter 12: Customers' roles in service delivery  Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through electronic channels Delivering service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		246
Opening example: IKEA – customers create value for themselves The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation Chapter 13: Delivering service through electronic channels and intermediaries Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Customer-oriented service delivery	255
The importance of customers in service co-creation and delivery Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation 22 Chapter 13: Delivering service through electronic channels and intermediaries Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Chapter 12: Customers' roles in service delivery	260
Customers' roles Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation 22 Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Opening example: IKEA – customers create value for themselves	261
Self-service technologies – the ultimate in customer participation Strategies for enhancing customer participation  Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	•	262
Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		265
Chapter 13: Delivering service through electronic channels and intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		270
Intermediaries  Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Strategies for enhancing customer participation	273
Opening example: Shakespeare goes online Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Chapter 13: Delivering service through electronic channels and	
Delivering service through electronic channels Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	intermediaries	282
Delivering service through mobile channels Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Opening example: Shakespeare goes online	283
Other forms of service distribution Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Delivering service through electronic channels	283
Direct or company-owned channels Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		287
Franchising Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		288
Agents and brokers Common issues involving intermediaries Strategies for effective service delivery through intermediaries 22 Chapter 14: Managing demand and capacity Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		289
Common issues involving intermediaries Strategies for effective service delivery through intermediaries  Chapter 14: Managing demand and capacity  Opening example: Hilton worldwide RMCC – revenue management consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	· ·	290
Strategies for effective service delivery through intermediaries  Chapter 14: Managing demand and capacity  Opening example: Hilton worldwide RMCC – revenue management consolidated centre  The underlying issue: lack of inventory capability  Capacity constraints  Demand patterns  Strategies for matching capacity and demand  Revenue management  Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars  The impact of service failure and recovery  How customers respond to service failures  Customers' recovery expectations  Cultural differences in customers' recovery expectations  Switching versus loyalty following service recovery  Service recovery strategies		292
Chapter 14: Managing demand and capacity  Opening example: Hilton worldwide RMCC – revenue management consolidated centre  The underlying issue: lack of inventory capability  Capacity constraints  Demand patterns  Strategies for matching capacity and demand  Revenue management  Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars  The impact of service failure and recovery  How customers respond to service failures  Customers' recovery expectations  Cultural differences in customers' recovery expectations  Switching versus loyalty following service recovery  Service recovery strategies	•	295
Opening example: Hilton worldwide RMCC – revenue management consolidated centre  The underlying issue: lack of inventory capability  Capacity constraints  Demand patterns  Strategies for matching capacity and demand  Revenue management  Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars  The impact of service failure and recovery  How customers respond to service failures  Customers' recovery expectations  Cultural differences in customers' recovery expectations  Switching versus loyalty following service recovery  Service recovery strategies		296
consolidated centre The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	Chapter 14: Managing demand and capacity	300
The underlying issue: lack of inventory capability Capacity constraints Demand patterns Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		
Capacity constraints  Demand patterns  Strategies for matching capacity and demand  Revenue management  Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars  The impact of service failure and recovery  How customers respond to service failures  Customers' recovery expectations  Cultural differences in customers' recovery expectations  Switching versus loyalty following service recovery  Service recovery strategies		301
Demand patterns  Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures  Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		302
Strategies for matching capacity and demand Revenue management Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		303
Revenue management Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	-	306 307
Queuing strategies: when demand and capacity cannot be matched  Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		313
Chapter 15: Service recovery  Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		318
Opening example: Revenge on YouTube – United Airlines breaks guitars The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		325
The impact of service failure and recovery How customers respond to service failures Customers' recovery expectations Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies		
How customers respond to service failures  Customers' recovery expectations  Cultural differences in customers' recovery expectations  Switching versus loyalty following service recovery  Service recovery strategies		326
Customers' recovery expectations  Cultural differences in customers' recovery expectations  Switching versus loyalty following service recovery  Service recovery strategies	-	327
Cultural differences in customers' recovery expectations Switching versus loyalty following service recovery Service recovery strategies	-	329
Switching versus loyalty following service recovery Service recovery strategies 33		333 336
Service recovery strategies 3	• •	337
•		338
oci vice guarantees	Service guarantees	345

418



PART 5: Managing service promises	352
Chapter 16: Managing external and internal communications	
Opening example: Santander's cycle partnerships  The need for coordination in online and offline marketing	358
communication channels	356
Key service communication challenges	358
Five categories of strategies to match service promises with delivery	361
Chapter 17: Pricing of services	377
Opening example: Airberlin restructures their airfares	378
Three key ways that service prices are different for consumers	379
Approaches to pricing services	383
Pricing strategies that link to the four value definitions	388



PART 6: Service and the bottom line	398
Chapter 18: The financial impact of service quality	
Opening example: Zappos - the value of investing service quality	40
Service and profitability: the direct relationship	402
Offensive marketing effects of service: attracting	
more and better customers	404
Defensive marketing effects of service: customer retention	404
Customer perceptions of service quality and purchase intentions	40'
The key drivers of service quality, customer retention and profits	408
Customer equity and return on marketing	410
Company performance measurement: the balanced performance	
scorecard	412



Ca	ase Section	418
1	Disney's magic bands: enhancing customer experience	420
2	Ryanair's digital strategy to drive growth	426
3	Starbucks: brewing more than just coffee	434
4	The future of retail clothing: Will Uniqlo turn the world	
	Japanese?	439
5	Employer branding at McDonald's: redefining McJobs	452
6	The Shangri-La Bosphorus hotel: extending the famed Shangri-La	
	hospitality to Turkey	468
7	Liverpool Victoria (LV): achieving business turn-around through	
	employee engagement	486
8	Redefining the AXA brand	500
Eı	ndnotes	509
In	dex	529