Service Interface

A summary of relevant literature compiled by Gabriel R. Bitran
Dynamic Interactions

MANAGEMENT

Loyalty, Info on Customers’ Feedback and Opportunities for Continuous Improvement

Fair Treatment (Pay, Benefits, Respect), Training, Support of Internal Environment Personnel

SERVER

Complaints, Compliments, Suggestions

Feedback, Tips, Gratitude, Respect

Effort, Skill, Respect, Positive Attitude

CUSTOMER

Products and Policies that Satisfy Needs and Desires
Some elements of the Encounter (cont.)

- The **intangibility** of services makes it difficult to **concept test**

- The **simultaneity** of production and consumption limit **test marketing** because the entire production, including backroom, may have to be created

- The **variability** of service delivery also affects the ability to **test market** since customer reactions will vary and controlled simulation will be difficult to achieve
Encounter phases

What are the phases for each encounter?

- Access
- Check-in
- Diagnose
- Service
- Check-out
- Post check-out
Concepts of power and control

- Real and apparent control
- Customers not only influence servers but also attempts to control them
Strategies servers use to struggle for control

• **Ignoring** the customer
• **Rejecting** the customer
• **Replying** to a customer’s attempt to control
• **Reacting** (other than verbally) to a customer’s attempt to control
• **Engaging** the customer so that he/she does not try to seek control

The formulation of communities of servers