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Expectations The

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Between Products
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in the Service
Context- Part 2

Chapter 11
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~~Chapter~~
~~1- Introduction to~~
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Valarie A Zeithaml;
Mary Jo Bitner;
Dwayne D Gremler
Print book: English.
2018. 7. ed : New
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Higher Education

Services marketing
strategy focuses on

delivering

processes,

experiences, and

intangibles to

customers rather

than physical goods

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and transactions. It involves integrating a focus on the customer throughout the firm and across all functions. All company functions – marketing, selling, human resources, operations, and R&D – must work together to create effective services

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Marketing, 6/e, is written for students and businesspeople who recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all

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Companies view service as critical to retaining their customers today and in the future. This edition focuses on knowledge needed to implement service strategies for competitive advantage across industries. In addition to standard

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Marketing topics
(such as pricing),
this text introduces
students to entirely
new topics that
include management
and measurement of
service quality,
service recovery,
the linking of
customer
measurement to
performance
measurement,

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service marketing 6th
blueprinting,
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customer
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cocreation, and
cross-functional
treatment of issues
through integration
of marketing with
disciplines such as
operations and
human resources.
Each of these topics
represents pivotal
content for

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tomorrow's
businesses as they
attempt to build
strong relationships
with their
customers.

Successful
businesses
recognize that the
development of
strong customer
relationships
through quality

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Marketing (and services) as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition, *Services Marketing: Integrating Customer Focus across the Firm* provides full

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coverage of the
foundations of
services marketing,
placing the

distinctive Gaps
model at the center
of this approach.

The new edition
draws on the most
recent research,
and using up-to-date
and topical
examples, the book
focuses on the

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development of
customer
relationships
through service,
outlining the core
concepts and
theories in services
marketing today.
New and updated
material in this new
edition includes: •
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to human resource
strategies, including

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coverage of the role of robots and chatbots for delivering customer-focused services. •

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media and digital coverage throughout the text, including the delivery of services using mobile and digital platforms, as well as through the Internet of Things.

- Brand new examples and case studies added from global and innovative

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Turkish Airlines,
Volvo, EasyJet and
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provides full
coverage of the
foundations of
services marketing,
placing the
distinctive gaps

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model at the center
of this approach.
Drawing on the
most recent
research and using
up-to-date and
topical examples,
the book focuses on
the development of
customer
relationships
through quality
service, out lining
the core concepts

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and theories in
services marketing
today. New and
updated material in
this new edition
include: . - New
content on the role
of digital marketing
and social media
has been added
throughout to
reflect the latest
developments in
this dynamic field

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- - Increased coverage of Service dominant logic regarding the creation of value and the understanding of customer relationships . -
- - New examples and case studies added from global and innovative companies including

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AirBnB, IKEA,
Disneyland,
Scandinavia
Airlines, and
Skyscanner

Excellence in
customer service is
the hallmark of
success in service
industries and
among
manufacturers of
products that

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require reliable
service. But what
exactly is excellent
service? It is the
ability to deliver
what you promise,
say the authors, but
first you must
determine what you
can promise.

Building on seven
years of research
on service quality,
they construct a

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Marketing, by
balancing a
customer's
perceptions of the
value of a particular
service with the
customer's need for
that service,
provides brilliant
theoretical insight
into customer
expectations and
service delivery.
For example,

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Florida Power & Light has developed a sophisticated, computer-based lightening tracking system to anticipate where weather-related service interruptions might occur and strategically position crews at these locations to quicken recovery

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response time. Offering a service that customers expect to be available at all times and that they will miss only when the lights go out, FPL focuses its energies on matching customer perceptions with potential need.

Deluxe Corporation,

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America's highly successful check printer, regularly exceeds its customers' expectations by shipping nearly 95% of all orders by the day after the orders were received. Deluxe even put U.S. Postal Service stations inside its plants to

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speed up delivery
time. Customer
expectations
change over time.

To anticipate these
changes,

Metropolitan Life
Insurance Company
regularly monitors
the expectations
and perceptions of
their customers,
using focus group
interviews and the

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authors' 22-item
generic SERVQUAL
questionnaire,
which is customized
by adding questions
covering specific
aspects of service
they wish to track.
The authors'
groundbreaking
model, which tracks
the five attributes
of quality service --
reliability, empathy,

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assurance, responsiveness, and tangibles -- goes right to the heart of the tendency to overpromise. By comparing customer perceptions with expectations, the model provides marketing managers with a two-part measure of perceived quality

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that, for the first time, enables them to segment a market into groups with different service expectations.

Zeithaml's Services Marketing introduces readers to the vital role that services play in the economy and its

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future. Services
dominate the
advanced
economies of the
world, and virtually
all companies view
services as critical
to retaining their
customers. The
seventh edition
maintains a
managerial focus by
incorporating
company examples

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and strategies for
addressing issues in
every chapter,
emphasizing the
knowledge needed
to implement
service strategies
for competitive
advantage across
industries. New
research references
and examples in
every chapter
include increased

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coverage of new
business model
examples such as
Airbnb, Uber,
OpenTable,
Mint/Intuit, and
others, alongside
greater emphasis
on technology,
digital and social
marketing, Big Data,
and data analytics
as a service. View
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and Features below
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information.

This is a
comprehensive,
practical and
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of services. The
authors present
contributions from
the world's leading

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People,
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Lovelock,
extensively updated
to feature the latest
academic research,
industry trends, and
technology, social
media, and case
examples. This book
takes on a strong
managerial
approach presented
through a coherent
and progressive
pedagogical

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framework rooted
in solid academic
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features cases and
examples from all
over the world and
is suitable for
students who want
to gain a wider
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the foundation for
services marketing,
contend Leonard
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Parasuraman in this
companion volume
to Delivering
Quality Service.
Building on eight
years of research,
the authors develop
a model for
understanding the
relationship

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between quality and marketing in services and offer dozens of practical insights into ways to improve services marketing. They argue that superior service cannot be manufactured in a factory, packaged, and delivered intact to customers.

Though an

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innovative service concept may give a company an initial edge, superior quality is vital to sustaining success. Berry and Parasuraman show that inspired leadership, a customer-minded corporate culture, an excellent service-system design, and

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effective use of technology and information are crucial to superior service quality and services marketing. When a company's service is excellent, customers are more likely to perceive value in transactions, spread favorable word-of-mouth impressions,

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and respond positively to employee-cross-selling efforts. The authors point out that a service company that does relatively little pre-sales marketing but is truly dedicated to delivering excellent quality service will have greater marketing

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effectiveness, higher customer retention, and more sales to existing customers than a company that emphasizes pre-sale marketing but falls short during actual service delivery. The focus of any company, they insist, must be customer

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satisfaction through
integration of
service quality
throughout the
entire system.

Filled with
examples, stories,
and insights from
senior executives,
Berry and
Parasuraman's new
framework for
effective marketing
services contains

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the key to high-
performance
services marketing.

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corporations face a
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field of sustainable
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maintaining

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effective
relationships with
customers are
crucial

considerations in
successful
businesses.

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strategies and
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providing students, academicians, researchers, and managers with the resources and insight necessary to identify key trends in emerging economies and build the next generation of innovative services.

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