



ASSIGNMENT MEMORANDUM

**SUBJECT : ADVANCED SERVICES MARKETING 4
(ASER401)**

ASSIGNMENT : 2ND SEMESTER 2011

Please refer to:

Wilson, A., Zeithaml, V.A., Bitner, M-J., and Gremler, D.D. 2008. *Services Marketing – Integrating Customer Focus Across the Firm*. Berkshire: McGraw-Hill.

Abratt, R., Klopper, H.B., and Viljoen, K. 2007. *Contemporary Cases in Southern African Marketing*. Pretoria: Van Schaik Publishers.

QUESTION 1 [15]

Wilson et al. (2008: 60-67) provide a number of factors that influence customer expectations of service:

- Sources of desired service expectations
- Sources of adequate service expectations
- Service encounter expectations versus overall service expectations
- Sources of both desired and predicted service expectations
- The Internet revolution taking place.

It is expected of the student to take these factors into account when developing a strategy that will reduce the zone of tolerance of Harvey World customers. Each of the factors identified should also be clearly motivated and contextualised.

QUESTION 2 [30]

The building of a service blueprint is made up of the following steps:

- Step 1: Identify the process to be blueprinted
- Step 2: Identify the customer or customer segment
- Step 3: Map the process from the customer's point of view
- Step 4: Map contact employee actions, onstage and backstage, and/or technology sections

- Step 5: Link contact activities to needed support functions
- Step 6: Add evidence of service at each customer action step.

Wilson et al. (2008: 203-206) provide guidance on the aspects included in the service blueprint.

It is expected of the student to construct a blueprint for the Harvey World Travel Group, contextualised against the background of the company. The student should clearly motivate how each step is relevant within the framework of a service brand.

QUESTION 3 [30]

Wilson et al. (2008: Chapter 11, pp. 267-293) provide a number of factors that should be considered when the role of employees is discussed in the service delivery plan. These factors include:

- Service culture
- The critical importance of service employees
- Boundary-spanning roles
- Strategies for delivering service quality through people
- Customer-orientated service delivery.

It is expected of the student to take these factors into account when developing a service delivery plan for Harvey World Travel. Each of the factors identified should also be clearly motivated.

QUESTION 4 [15]

Wilson et al. (2008: 435-440) provide three approaches to pricing that a company can use in the pricing of services. These approaches are:

- Competitor-based
- Cost-based
- Demand-based.

It is expected of the student to take these approaches into account when identifying and explaining the most appropriate pricing approach for Harvey World Travel. Each of the approaches identified should also be clearly motivated.

PRESENTATION [10]

ASSIGNMENT TOTAL: 100