



UNIT-3

MBA MK1

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EXTENDED SERVICE MIX

- **Product**
- **Pricing**
- **Place**
- **Promotion**

Booms and Bitner suggested

- **People**
- **Process**
- **Physical Evidence**



7 Ps

PEOPLE

- People refer to all people directly or indirectly involved in the production and consumption of a service,
- example employees or other consumers



PEOPLE cont.,

- Services tend to be produced and consumed at the same moment, and aspects of the customer experience are altered to meet the individual needs of the person consuming it
- Service firms depend heavily on the ability of employees to deliver the service
- People are the transactional interface between the company and its customers
- people deliver the service and they collect money

PEOPLE cont.,



- People in
 - Training,
 - Personal Selling,
 - Customer Service



EMPLOYEE CONTRIBUTION



- Employees contribute to service quality by creating a favourable image for the firm, and by providing better service than the competitions.
 - Hair Stylists
 - personal trainers
 - nurses
 - counsellors and
 - call centre personnel

SERVICE DIFFERS..,

- Service firms must find ways in which they can effectively manage the employees to ensure that their attitudes and behaviours are conducive to the delivery of service quality
- This is especially important in services because employees tend to be variable in their performance, which can lead to variable quality
- i.e. heterogeneity in the performance of services

SERVICE DIFFERS cont.,

- The quality of a service can vary from service providers and customers among many other factors
 - A visit to a hospital
 - At the restaurant,
 - Accountancy and
 - consulting services



DELIVERY OF SERVICE

- Delivery of services occurs during interaction between employees and customers
- Attitudes and behaviours of the service providers can significantly affect customers' perceptions of the service



CONCLUSION

- People directly or indirectly involved in the production and consumption of a service
- It involves the simultaneous production and consumption of services
- Competitive advantage
- The quality of a service can vary from service providers and customers among many other factors
- Significantly affect customers' perceptions of the service