Customer-Driven Services Marketing Strategy
Customer, Competitor and Company Analysis (3 Cs)
Segmentation, Targeting and Positioning (STP)
Segmenting Service Markets
Important versus Determinant Service Attributes
Segmentation Based on Service Levels
Targeting Service Markets
Achieving Competitive Advantage through Focus
Principles of Positioning Services
Using Positioning Maps to Plot Competitive Strategy
An Example of Applying Positioning Maps to the Hotel Indsutry
Mapping Future Scenarios to Identify Potential Competitive Responses
Positioning Charts Help Executives Visualize Strategy
Developing an Effective Positioning Strategy
PART II: APPLYING THE 4 PS OF MARKETING TO SERVICES
Developing Service Products and Brands
Creating Service Products
What are the Components of a Service Product?
The Flower of Service
Facilitating Supplementary Services
Enhancing Supplementary Services
Managerial Implications
Branding Service Firms, Products and Experiences
Branding Strategies for Services **Tiering Service Products with Branding Building Brand Equity**
Delivering Branded Service Experiences New Service Development
A Hierarchy of New Service Categories
Achieving Success in New Service Development
Distributing Services Through Physical and Electronic Channels
Distribution In a Services Context
What Is Being Distributed?
How Should A Service Be Distributed?
Customers Visit the Service Site
Service Providers Go to their Customers
The Service Transaction is Conducted Remotely
Channel Preferences Vary among Customers
Channel Integration is Key
Where Should a Service Facility be Located?
Strategic Location Considerations
Tactical Location Considerations
Locational Constraints
Innovative Location Strategies
When Should Service be Delivered?
The Role of Intermediaries
Benefits and Costs of Alternative Distribution Channels
Franchising
The Challenge of Distribution in Large Domestic Markets Distributing Services Internationally
Factors Favoring Adoption of Transnational Strategies
How does the Nature of a Service Affect International Distribution?
Barriers to International Trade in Services
How to Enter International Markets?
Service Pricing and Revenue Management
Effective Pricing is Central to Financial Success

Customer Participation in Service Processes
Levels of Customer Participation
Customer as Co-creators
Reducing Service Failures Caused by Customers
Self-Service Technologies
Customer Benefits and Adoption of Self-Service Technology
Customer Disadvantages and Barriers of Adoption of Self-Service Technology
Assessing and Improving SSTs
Managing Customer's Reluctance to Change
Balancing Demand and Capacity
Fluctuations in Demand Threaten Profitability
From Excess Demand to Excess Capacity
Building Blocks of Managing Capacity and Demand
Defining Productive Service Capacity
Managing Capacity
Stretching Capacity Levels
Adjusting Capacity to Match Demand Understanding Patterns of Demand Managing Demand
Marketing Mix Elements Can be used to Shape Demand Patterns Inventory Demand Through
Waiting Lines and Queuing Systems
Waiting is a Universal Phenomenon
Managing Waiting Lines
Different Queue Configurations
Virtual Waits
Queuing Systems can be Tailored to Market Segments Customer Perceptions of Waiting Time
The Psychology of Waiting Time
Inventory Demand Through Reservation Systems
Reservation Strategies Should Focus on Yield Create Alternative Use for Otherwise Wasted
Capacity
Crafting the Service Environment
Service Environments - An Important Element of The Service Marketing Mix What is the Purpose
of Service Environments?
Shape Customer's Service Experience and Behaviors
Signal Quality and Position, Differentiate and Strengthen the Brand
Core Component of The Value Proposition
Facilitate the Service Encounter and Enhance Productivity
The Theory Behind Consumer Responses to Service Environments
Feelings are a Key Driver of Customer Responses to Service Environments
The Servicescape Model - An Integrative Framework Dimensions of the Service Environment
The Effect of Ambient Condition
Spatial Layout and Functionality
Signs, Symbols and Artifacts
People are Part of the Service Environmenttoo Putting It All Together
Design with a Holistic View
Design from a Customer's Perspective
Managing People for Service Advantage
Service Employees are Extremely Important
Service Personnel as a Source of Customer Loyalty and Competitive Advantage
The Frontline in Low-Contact Services Frontline Work is Difficult and Stressful
Service Jobs are Boundary Spanning Positions
Sources of Role Conflict
Emotional Labor
Service Sweatshops?
Cycles of Failure, Mediocrity and Success
The Cycle of Failure

From Losers to Leaders: Four Levels of Service Performance
Moving to a Higher Level of Performance **Customer Satisfaction and Corporate Performance**

PART VI: CASE STUDIES