

Service Operations Management (SOM)

Session V Service Design

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3Ts of a Service Provider

- How the following are managed determines the success of the Service Design

3Ts of
Service
Design

Tasks

Treatment

Tangibles

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3Ts of a Service Provider

- **Tasks: Comprise of Processes**
 - The steps/actions required to accomplish the service
 - Divergence v/s complexity
- **Tangibles:**
 - Consists of elements that can be experienced through five senses
 - Used for mistake proofing, checklist etc
- **Treatment: Softer side of service**
 - Empathy, attitude, smiles etc: Hiring the right people

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Service design elements

- **Structural**
 - Delivery system, Facility design, Location
 - Servicescapes
 - Capacity planning
 - Queuing models
- **Managerial**
 - Service quality management
 - Managing supply and demand
 - Yield management, demand steering
 - Managing the service encounter
 - Degree and nature of interaction between customer and server
 - Information: and how you use it!

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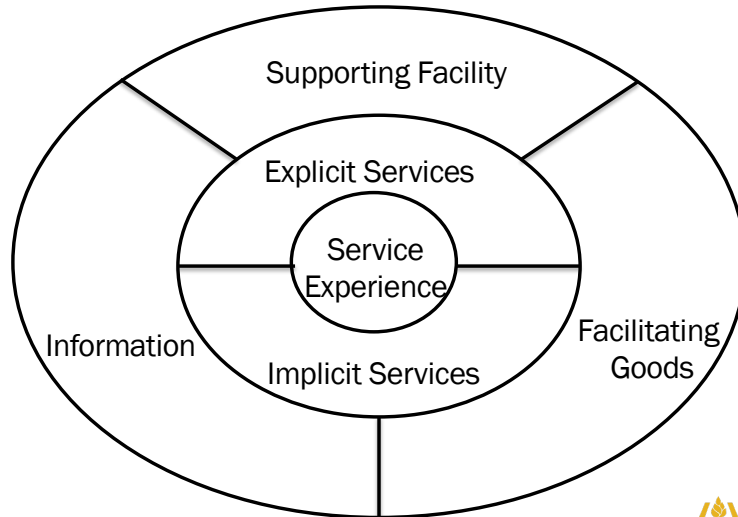
The Service Package

- **Supporting Facility:** The physical resources that must be in place before a service can be sold. Examples are golf course, ski lift, hospital, airplane.
- **Facilitating Goods:** The material consumed by the buyer or items provided by the consumer. Examples are food items, legal documents, golf clubs, medical history.
- **Information:** Operations data or information that is provided by the customer to enable efficient and customized service. Examples are patient medical records, seats available on a flight, customer preferences, location of customer to dispatch a taxi.

The Service Package (cont.)

- **Explicit Services:** Benefits readily observable by the senses. The essential or intrinsic features. Examples are quality of meal, attitude of the waiter, on-time departure.
- **Implicit Services:** Psychological benefits or extrinsic features which the consumer may sense only vaguely. Examples are privacy of loan office, security of a well lighted parking lot.
- **Peripheral/Ancillary services and their service packages!**

The Service Package



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