

MARKETING MIX IN SERVICES PEOPLE & PROCESSES

MARKETING OF SERVICES

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PEOPLE



PEOPLE

- The firm's personnel, the customer, and other customers in the service environment participating in the delivery of a service provide cues to the customer.



PEOPLE

- Employee behaviour is often an integral part of the service product.



SERVICE PERSONNEL

- Service personnel are important in all organisations but more so in an organisation involved in providing services.



SERVICE PERSONNEL

- The quality and performance of service personnel can be improved through:
 - Training.
 - Norms, rules and procedures.
 - Consistent appearance.
 - Automation and computerization.



CUSTOMERS

- A source of influencing themselves, being actively involved in service delivery.
- It is an important task of service marketers to ensure complete satisfaction of the existing customers.



PEOPLE MANAGEMENT

- Service marketing management will invariably be concerned with how or the way decisions are made and the implications of those decisions.
- Different styles of management may be relevant in different situations.



COMPETENCIES FOR CUSTOMER-STAFF INTERFACE MANAGEMENT

- The activities inherent in this role are:
 - Managing all operational activities.
 - Providing information and guidance to customers.
 - Proactive communication with customers and staff.
 - Accessibility to customers and willingness to help.



COMPETENCIES – MOTIVATION

- They should have a positive outlook in searching for better ways to carry out operational tasks and service delivery.



COMPETENCIES – COMMUNICATION

- Staff interface involves both verbal and non-verbal communication and interaction with people.



COMPETENCIES – CO-ORDINATION

- Because of the physical operational aspect of service delivery at the customer.



COMPETENCIES – LEADERSHIP

- Managers are more likely to inspire the staff by their actions as much as by their directions.



PROCESSES

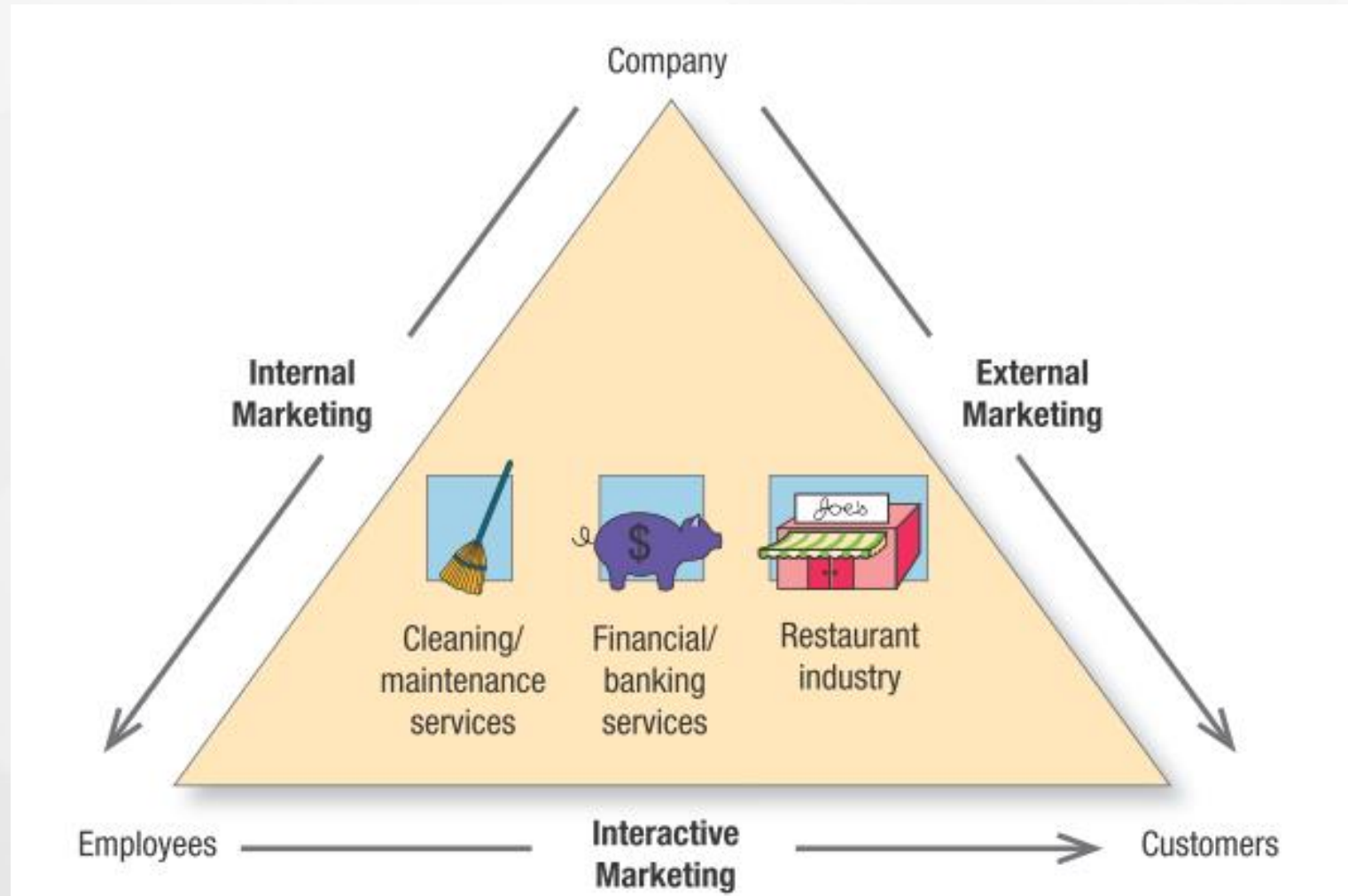


INTRODUCTION

- Service is like beauty, more in the eye of the beholder.
- It is primarily an experience for the customer and those around them.



TYPES OF „MARKETING“ IN SERVICES



INTERNAL MARKETING

- The programmes necessary to instill and maintain a strong service mentality throughout the organisation.
- Some example internal marketing efforts include:
 - Educating employees on the company goals and values.
 - Encouraging employee input on corporate policies and leadership, allowing open dialogue and accepting any criticisms.
 - Nurturing communication and collaboration among employees.
 - Ensuring employees know that their contributions matter and are essential to the success of the company.
 - Opening up the product or services to employees to use and get involved in.



EXTERNAL MARKETING

- The objective is to attract every customer to participate in the service process.
- Process of delivering targeted marketing messages to customers.



INTERACTIVE MARKETING

- Interactive marketing describes the employees' skill in serving the client.
- Technical quality and functional quality.
- It establishes both short-term and long-term satisfaction.



SINGAPORE AIRLINES

- **40-30-30 rule**



FOCUS ON THE EXPERIENCE

- The marketer's influence is always at several removes from the actuality of the product's use.
- A service product IS the experience.
- A customer's perception of this experience is **THE MOST CRITICAL** aspect of its marketing.



PERCEPTION OF SERVICES

- The customer's perception will be formed from their perspective, not ours.
- All marketers must strive to manage the perceptions of their customers and prospects.

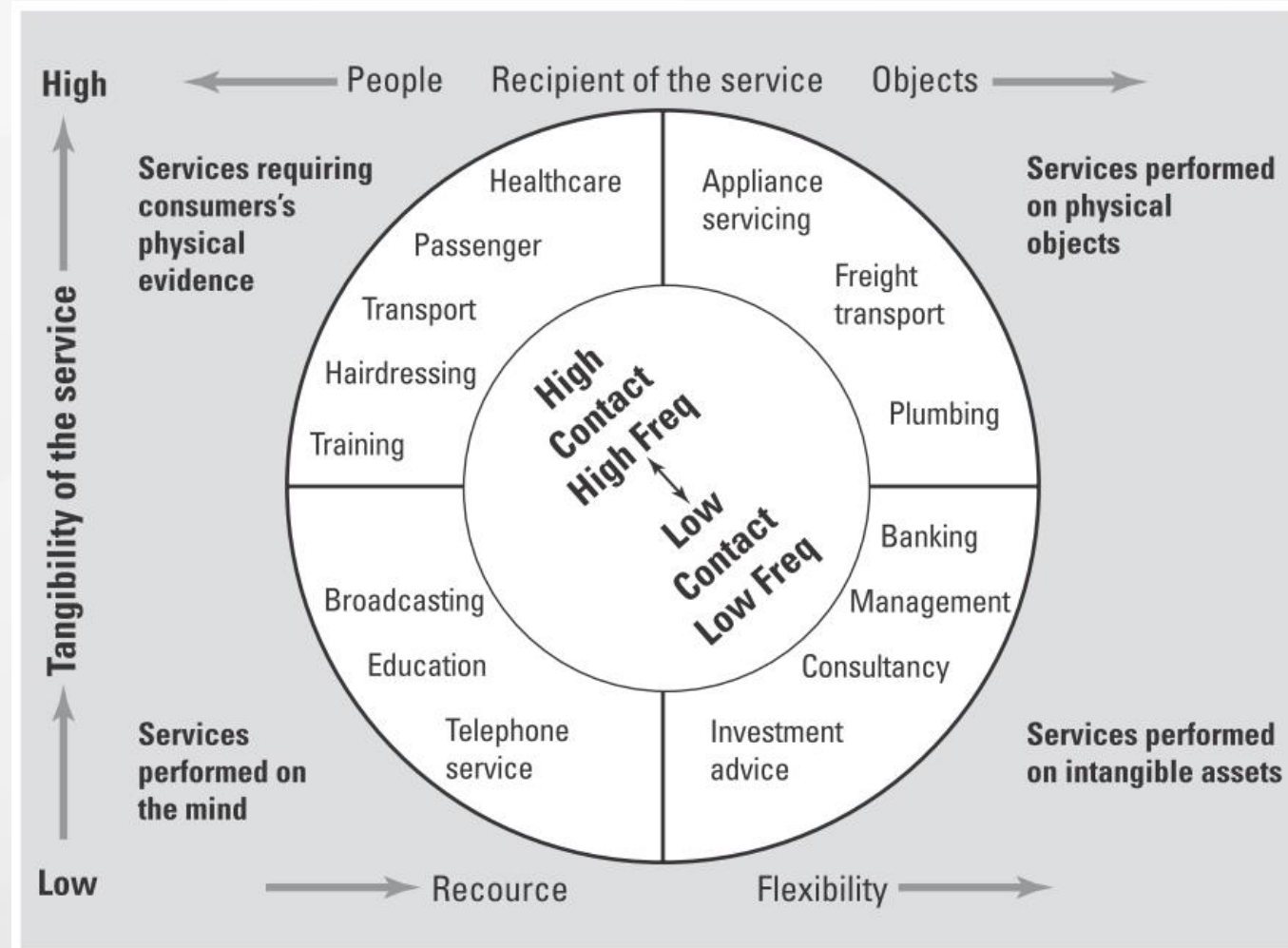


WHAT A CUSTOMER MAY WANT FROM A SERVICE

- Reliability.
 - Accessibility.
 - Credibility.
 - Prestige.
 - Security.
 - Privacy.
 - Responsiveness.
 - Competence.
 - Communication.
 - Courtesy.
 - Stress free.



CLASSIFICATION OF SERVICE ENCOUNTER TYPES



**THANK YOU
FOR YOUR ATTENTION😊**

