

DISTRIBUTION AND PHYSICAL EVIDENCE IN SERVICES

1. Defining the distribution policy
2. Place of sale - branch
3. Distribution strategy
4. Physical evidence

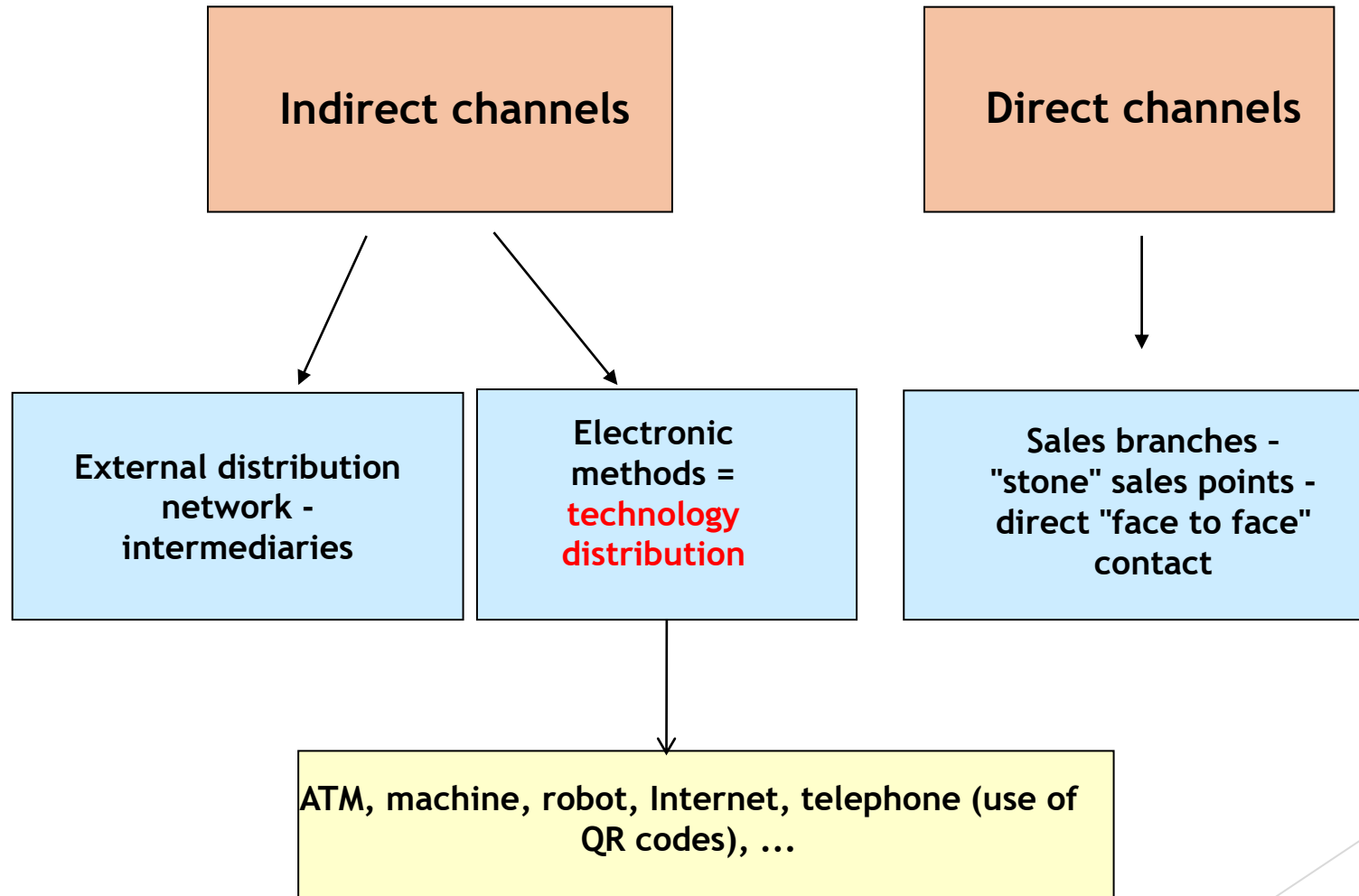


"A good customer relationship cannot be copied."

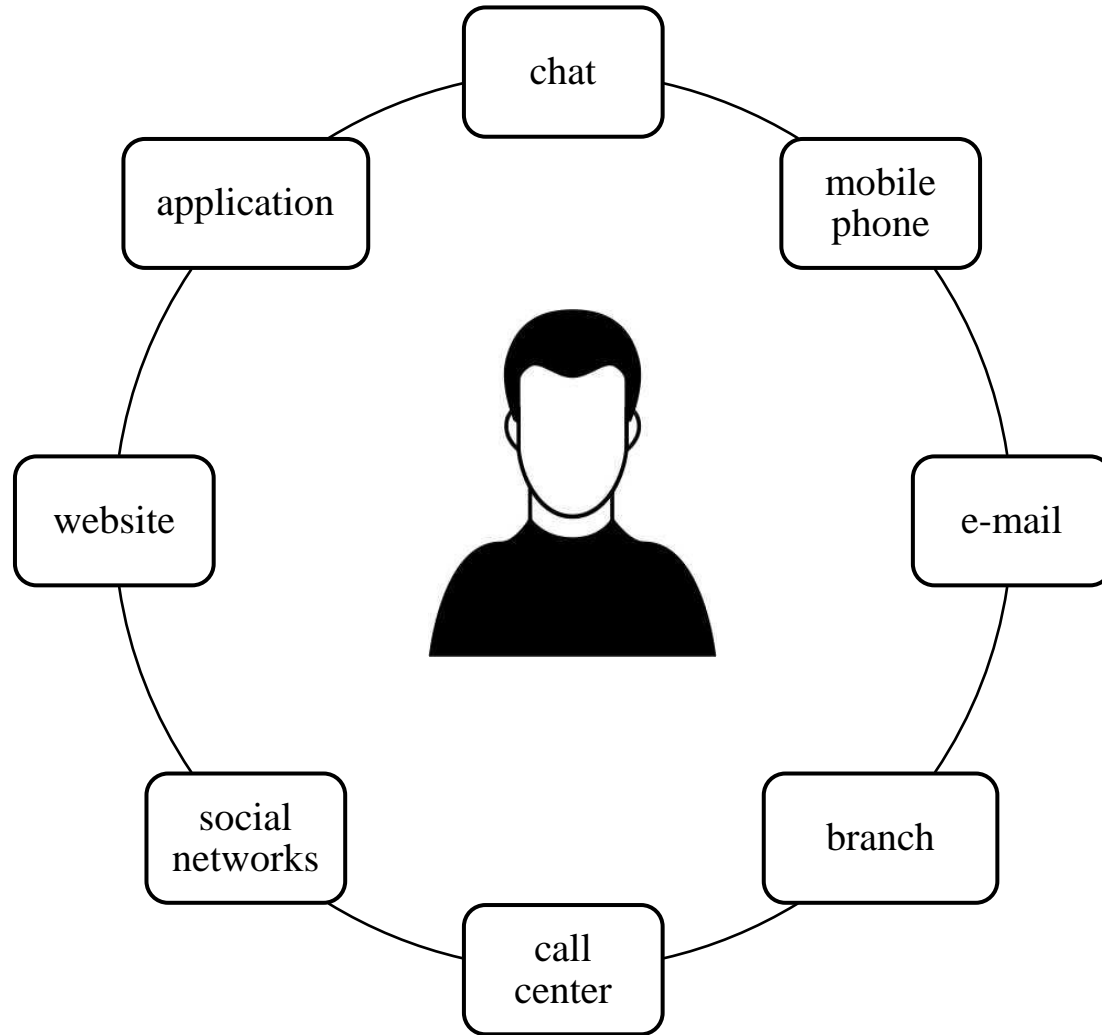
1. DEFINING THE DISTRIBUTION POLICY

- ▶ **Distribution:** inflexible, expensive and time-consuming MM tool.
- ▶ **Distribution:** a tool of competitive differentiation.
- ▶ The customer goes to the establishment for service!
- ▶ Service comes to the customer!
- ▶ The customer and the company are in impersonal contact with each other!

DISTRIBUTION CHANNELS



MULTICHANNEL DISTRIBUTION



2. PLACE OF SALE - BRANCH

- ▶ The branch is a business space designed to satisfy all the basic and other related needs of the client with the aim of making a profit.
- ▶ A way to establish a more personal, emotional relationship with the customer - thanks to new technologies and changing client lifestyles.



THE ROLE OF THE BRANCH - REASONS

- ▶ The condition for the implementation of the service is direct contact between the provider and the recipient in most cases!!!
- ▶ Client needs to sign something - deliver - pick up ⇒ *replaced by technology distribution.*
- ▶ The client needs advice - he does not want to solve it over the phone, he prefers personal contact, looking at graphs, numbers, explanations sketched on paper, ...
- ▶ The client needs something tailored - and that cannot be bought mostly in an e-shop ,....

POP-UP STORES



3. DISTRIBUTION STRATEGY OF SERVICES

- ▶ **Distribution strategy:** a complex of activities focused on the selection of sales channels and all processes related to the movement of the service from the provider to the final consumer.
- ▶ **Basic concept of distribution strategy: push and pull distribution strategy - connection with marketing communication strategy .**



PUSH MARKETING



PULL MARKETING

DISTRIBUTION STRATEGY OF SERVICES

TYPES OF DISTRIBUTION STRATEGIES

Intensive	<ul style="list-style-type: none">• simple standard services• frequent, basic needs of the client• many points of sale• the goal is market penetration	Postal offices, primary schools ???
Selective	<ul style="list-style-type: none">• limited number of sales points• long term services• greater engagement with the customer's purchase	Branches of travel agencies, secondary schools ???
Exclusive	<ul style="list-style-type: none">• very small number of distribution places• emphasis placed on the image of the service - professional knowledge of the staff, additional services, etc.	Brand car show Luxury hotel chain Universities ???

FRANCHISING

- ▶ Long-term contractual cooperation between independent entrepreneurs - the franchisor and the franchisee - on the basis of which the franchisor transfers to the franchisee knowledge of company management and lends him his trademark.
- ▶ Beginnings in the Czech Republic since 1991.



PHYGITAL MARKETING

- ▶ Real estate agency: Augmented reality will allow a potential buyer to visualize the house with its own furniture.
- ▶ Nike came up with a program called Maker's Experience. It is possible to create your own sneakers.
- ▶ The first Amazon bookstore in New York City has a sales area exceeding 370 m². Books are sorted here, for example, according to the recommendations of Amazon users on the Good platform Reads.
- ▶ Eobuv.cz + CCC provide the Esize.me service - it creates a 3D model of the foot, which can be saved and linked to the account on the eobuv.cz eshop .



PHYSICAL EVIDENCE

Internal	External
Equipment, layout - seating options, way of organizing incoming clients	The shape and size of the buildings including the material used - visual smog!
Information boards, aisle width, navigation elements	Building facades and outdoor banners
Technologies used	Entrance
Lighting, scents, air conditioning, color combinations - sensory marketing!	Street lights
Brands and logos	Surroundings of the building
Staff clothing - dress code	Parking
Type of clientele	Vehicle fleet, etc.
Children's corner, drinking water, etc.	

MERCHANDISING SERVICES

- ▶ **"5 S"** - right service, right place, right time, right price, supported by the right presentation.
- ▶ **Merchandising** = appearance and layout of the point of sale ⇒ change of passive offer to active!
- ▶ Realization through **POP tools**.
- ▶ Use **sensory marketing** - music, colors, smells, lighting!
- ▶ **Scent marketing/aroma marketing**.



POP/POS MATERIALS

- ▶ **A set of advertising materials used at the point of sale to present a certain service (brand).**
- ▶ Create an intense signal for impulse selling.
- ▶ Provide detailed information about the offered product, its specific useful values and the advantages of the purchase.
- ▶ Stands, printed materials on counters or display cases, internal radio, demonstration screens, interactive kiosks, illuminated signs, leaflet stand, welcome stand, ...



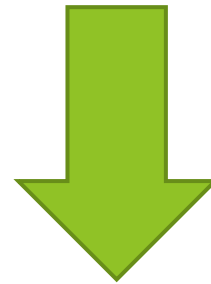
POP/POS MATERIALS

- ▶ Color → image → text.
- ▶ 2 seconds.
- ▶ No more than 4 pieces of information.
- ▶ Big number with price = product looks expensive.
- ▶ Faces and eyes attract attention.



THE ROLE OF THE PHYSICAL EVIDENCE IN THE SERVICES PERFORMED AT THE CLIENT'S PLACE

- ▶ Uniform of employees
- ▶ Colors used
- ▶ Logo placement
- ▶ Vehicle fleet
- ▶ ...



CORPORATE DESIGN