**NAME: ………………………………………………………………………………………**

**MY OWN CUSTOMER EXPERIENCE IN SERVICES**

**ACTIVITY/TASK**

Select a service that you can consume and/or experience (hairdresser, drinking coffee in a café, having a meal in a restaurant etc.). Prior to consumption/experience you need to discuss and prepare a brief paragraph about the type and level of service you expect to receive. You are to act as **mystery shoppers** and experience the service as if you were a real consumer. In some instance cost might be involved here, so choose the service you are evaluating wisely. You are to evaluate the service across the following criteria:

1. **Search properties** are those elements that help customers to evaluate an offering prior to purchase. As mentioned above, physical products tend to have high search attributes that serve to reduce customer risk and increase purchase confidence.
2. **Experience properties** do not enable evaluation prior to purchase. Sporting events, holidays, and live entertainment can be imagined, they can be explained, and they can be illustrated, but only through the experience of the performance or feel of sitting in an audience of 100,000 people can an evaluation of the service experience be made.
3. **Credence properties** relate to those service characteristics that customers find difficult to evaluate even after purchase and consumption. Zeithaml (1981) refers to complex surgery and legal services to demonstrate the point.

If you need to get detailed information, study the chapter no. 11 “Services marketing and Customer Experience Management” in: BAINES, P, S. WHITEHOUSE, P. ANTONETTI and S. ROSENGREN, 2021. *Fundamentals of marketing.* 2nd ed. Oxford: Oxford University Press. ISBN 978-019-882925-6.

**YOUR TASK** is to prepare a short presentation of the assessment with recommendation on how the service can be improved.

Each student will have different type of services. This individual task is evaluated with **18 points** which are the part of total evaluation. From A – C you can get 1 point per each activity. From D and E you can get 5 points from each activity. Finally, you are going to present your individual task (5 points). This individual task must be uploaded into IS up to **November 12, 2023.**

**YOUR CHOSEN SERVICE IS: ……………………………………………………………...**

1. **Search properties**

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1. **Experience properties**

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1. **Credence properties**

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1. **Overall service impression**

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1. **Recommendation on how the service can be improved**

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