AHMEDABAD UNIVERSITY
AMRUT MODY SCHOOL OF MANAGEMENT
UNDERGRADUATE PROGRAMMES
2023-2024 WINTER SEMESTER
END SEMESTER EXAMINATION
MKT321 MARKETING OF SERVICES

Date: 20-04-2024 Total Marks: 40
Time: 08.00 - 10.00 am No. of pages: 03

- **Answer any two questions. Figures on right indicate marks.**
- **You may use any printed material and your notes for your reference. However do not copy paste any material. If you are borrowing theories or ideas make appropriate citations. Any type of copying will be dealt with severe penalty.**

Q1 ITC Narmada, Ahmedabad

In the highly competitive landscape of the restaurant industry, crafting a memorable and seamless dining experience is crucial for attracting and retaining customers. ITC Narmada, Ahmedabad, a popular upscale restaurant, is looking to revamp its customer experience to stay ahead of the competition. With increasing demands for personalized service and unique dining experiences, the management recognizes the need to meticulously blueprint every touchpoint of the customer journey.

Key Objectives of the service blueprint are:

- Enhance overall customer satisfaction and loyalty.
- Improve operational efficiency and streamline processes.
- Differentiate ITC Narmada, Ahmedabad from competitors through a unique and memorable dining experience.

Currently the customers go through the following experience at the restaurant:

1. Pre-Service Phase
   - Reservation Process: Evaluate the ease of making reservations online, via phone, or in-person. Implement a user-friendly reservation system with options for special requests and preferences.
   - Parking and Arrival: Assess the parking facilities and ease of access to the restaurant. Provide clear signage and valet parking services if feasible.
2. Front-of-House Experience:
   - Greeting and Seating: Train staff to provide warm and welcoming greetings to guests upon arrival. Optimize seating arrangements for comfort and ambiance.
   - Menu Presentation: Design visually appealing menus that are easy to navigate. Train servers to provide knowledgeable recommendations and descriptions of dishes.
   - Beverage Service: Offer a diverse selection of wines, cocktails, and non-alcoholic beverages. Train staff in proper serving techniques and encourage upselling through suggestive selling.
3. Dining Experience:
   - Food Quality and Presentation: Maintain consistent quality in food preparation and presentation. Ensure that dishes are served promptly and at the appropriate temperature.
   - Service Timing: Coordinate kitchen and service staff to minimize wait times between courses. Implement systems to ensure timely delivery of food and beverages.
   - Customer Engagement: Empower staff to engage with customers, anticipate their

needs, and personalize the dining experience. Encourage interaction without being intrusive.

4. Post-Service Phase:
   - Payment Process: Simplify the payment process with options for split checks and contactless payment methods. Thank customers for their patronage and invite feedback.
   - Follow-up and Feedback: Send follow-up emails or surveys to gather feedback on the dining experience. Use this feedback to identify areas for improvement and make necessary adjustments.

The restaurant has decided to:

- Roll out the blueprinting plan in phases, starting with staff training and operational adjustments.
- Monitor key performance indicators such as customer satisfaction scores, table turnover rates, and repeat business.
- Continuously refine the blueprint based on customer feedback and evolving market trends.

Conclusion:

By meticulously blueprinting the full-service restaurant experience, ITC Narmada, Ahmedabad can create a competitive advantage in the market by delivering exceptional customer satisfaction, operational efficiency, and differentiation from competitors. This comprehensive approach ensures that every aspect of the dining journey is carefully crafted to exceed customer expectations and foster long-term loyalty.

Questions:

A	**Based on the above discussion prepare a blueprint of a full-service restaurant experience. Use all 3 stages of a 'theatrical' structure to connect to the theatre analogy perspective discussed by Wirtz and Lovelock.**	**15**
B	**Describe the Flower of Service for ITC Narmada, Ahmedabad.**	**05**

Q2 Vidyadhar, a retired employee from a middle-income household, was diagnosed with atherosclerosis. His physician referred him to Sindhu Cardiac Care Centre for a bypass surgery. Considering his economic status, some friends advised him to go to a government hospital where speciality services are offered free of cost for cardiac diseases. Conscious of his constraints, he decided to put in considerable efforts to find evidence that would minimize the inherent risk in choosing a hospital. **20**

Vidyadhar started searching for information on the Web sites of hospitals. He found very little desired information on the government hospital Web site. In contrast, he found the Web sites of the corporate hospitals to be very attractive and informative. The patient feedback was also very useful. Conventional wisdom led Vidyadhar to conclude that the private hospitals provide superfluous information while government hospitals are conservative in communication. Therefore, this information could only be taken as base clue but not as concrete evidence. He decided to visit all these hospitals.

Vidyadhar found the government hospitals to be lacking in hygiene. The buildings, rooms, furniture, walls, inside decors, etc., were in a very bad shape. Employees functioned mechanically, without any concern for the patient. They were simply not involved; their focus was on dispensing with the patients in the least possible time. He noticed that the family of a heart patient admitted to the hospital was quite tense on

account of a change in the doctor who had changed all the medicines and the treatment process. Based on this observational experience, Vidyadhar did not opt for the government hospital. A visit to Sindhu Cardiac Care Centre on the following day revealed a completely different scenario. There, everything was clean and arranged properly. All support facilitates such as medical store, diagnostic services, canteen and lodging were available and well maintained. During his two-hour visit, at least five persons offered help. The family and friends of patients appeared relaxed. The signage was appropriately placed and the ambience was comfortable and pleasant.

Vidyadhar calculated all the factors by evaluating the input variables and finally decided to join Sindhu Cardiac Care Centre for treatment.

Prepare the Servicescape Model for Sindhu Cardiac Care Centre. Describe the various environmental dimensions, moderators, internal response, and behaviour aspects. Explain this with the help of a flow chart or a diagram.

Q3 The annual vacation for Mr Singh and his family in 2010 turned out to be a mixed bag thanks to the numerous problems and service lapses they encountered during the trip despite utilizing the services of National Tours and Travels Company, a reputed company based in Delhi. The company offered several tour packages, which included travel, boarding and sightseeing arrangements at every tourist destination. Prior to their departure, Singh received the rules and regulations from the company. The tour started on a promising note. **20**

Singh and his family got on very well the other members of the group that comprised 40 people in all. When they all boarded the train at the second destination, which was over three hours late, they found their berths already occupied.

It was with great difficulty that the tour guide could manage to find berths for all the members of the group. By the time they reached their destination, their enthusiasm was beginning to flag. Not sufficient rooms were available at the appointed hotel; they had to wait for quite a few hours before a room could be assigned to them since the guides insisted on following the order in which the bookings were made. It was really a horrible experience so much so that they could not enjoy the other services of the hotel. The rest of the tour continued without any major glitches and the Singh's had a good time overall. However, small recurring problems such as interfering and unpunctual co-tourists and uncoordinated support services rendered the experience far from perfect. Though Singh continued to communicate his dissatisfaction to the tour guide, but many a time the guide confessed helplessness. One of the guides went to the extent of suggesting that particular tour was progressing rather smoothly, citing several tours in the past wherein the tourists had faced grave problems. Though Singh felt that some problems were beyond the control of the company, yet he thought that they could have been managed better.

Develop a Service Recovery Management Program for National Tours and Travels Company. Use the Feedback Loop flow chart and describe with the help of four types of Service Failure Identification.