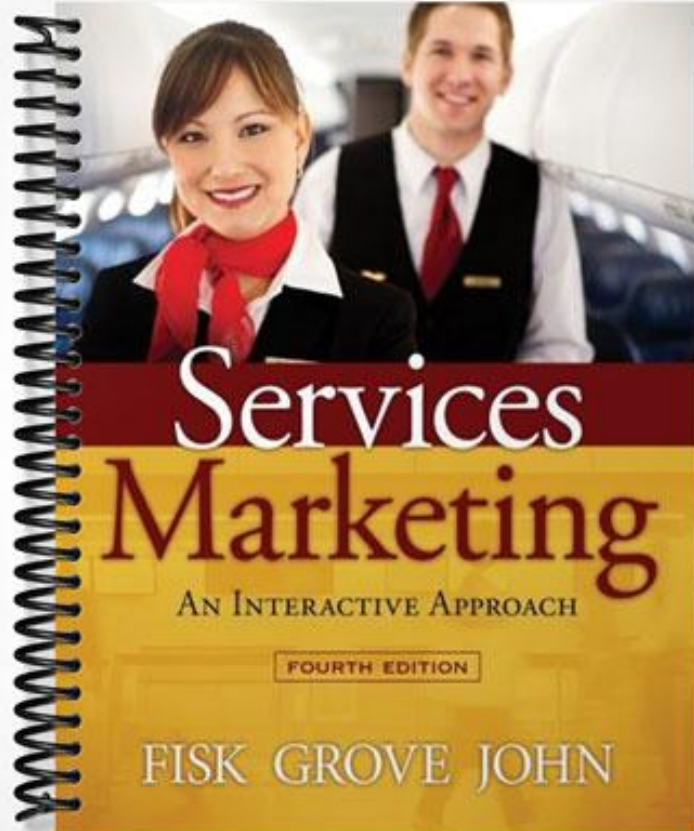# Services Marketing

An Interactive Approach

FOURTH EDITION

FISK GROVE JOHN

CHAPTER 2

Frameworks for Managing the Customer's Experience

TRUE-FALSE QUESTIONS

Ans: Page:	T 20	1.	T	F	A service encounter occurs when a customer interacts with some aspect of the service organization, usually in a marker-controlled environment.
Ans: Page:	T 20	2.	T	F	The central aspect of any service experience is the service encounter.
Ans: Page:	T 21	3.	T	F	Understanding service experiences begin with the identification of factors that contribute to customer responses to services.
Ans: Page:	F 21	4.	T	F	A service framework cannot be used for analyzing factors contributing to the customer's service experience.
Ans: Page:	F 21	5.	T	F	Service workers refer only to those employees who interact directly with the customer.
Ans: Page:	F 21	6.	T	F	The service setting refers only to the environment in which the service is provided to the customer.
Ans: Page:	F 22	7.	T	F	All four service experience components are easily recognized and are considered to be important in all types of service interactions.
Ans: Page:	T 23	8.	T	F	Planning is one of the 3 additional P's of the services marketing mix.
Ans: Page:	F 25	9.	T	F	According to the services marketing mix framework, decisions to stress one of the service mix variables will not require changes to the other service mix variables.
Ans: Page:	T 25	10.	T	F	According to the servuction framework, Customer B is a service customer who is visible to other service customers during the delivery of a service.

Ans: F
Page: 26

11. T F According to the servuction framework, other customers present at the service experience cannot significantly influence the benefits that a service customer receives from the service performance.

Ans: T
Page: 26

12. T F The servuction framework is visual in nature, making it easier to appreciate the intricacies associated in the design and production of a service.

Ans: T
Page: 28

13. T F According to the services theater framework, backstage and operational support in most service encounters make a strong contribution to a successful frontstage service performance.

Ans: T
Page: 28

14. T F According to the services theater framework, in many types of service encounters, it is critical to keep frontstage and backstage areas separate.

Ans: T
Page: 28

15. T F The services theater framework recognizes that service organizations offer a theatrical production that can evoke emotional and behavioral responses from their customers.

Ans: T
Page: 30

16. T F The 'best' service framework depends on the individual making the judgement.

MULTIPLE-CHOICE QUESTIONS

Ans: e
Page: 21

17. Service frameworks perform all of listed functions EXCEPT:
   a. Service frameworks help services marketers understand the service experience by breaking it down into individual components.
   b. Service frameworks may include components that are applicable to all services.
   c. Service frameworks can be used to identify specific issues that organizations should consider when designing their service products.
   d. Service frameworks specify relationships among the various components that produce the customer's service experience.
   e. Service frameworks perform all of the listed functions.

Ans: e
Page: 21

18. Which of the following circumstances do NOT represent a component of a service experience?
   a. A service employee who performs the service but does not directly interact with the customer
   b. The area where the service is provided to the customer
   c. All service customers sharing the same service setting
   d. The service delivery itself
   e. All of these circumstances are components of a service experience.

Ans: c
Page: 24

19.   According to the services marketing mix framework,

   a.   *participants* refer only to the service employees.
   b.   *physical evidence* refers to both the tangible and intangible aspects of the service.
   c.   *process of service assembly* refers to the procedures and flow of activities that contribute to the delivery of the service.
   d.   All of these descriptions are consistent with the services marketing mix framework.
   e.   None of these descriptions is consistent with the services marketing mix framework.

Ans: a
Pages: 23-24

20.   According to the services marketing mix framework,

   a.   the traditional marketing mix is augmented with three interrelated variables that demonstrate the unique character of service products compared to physical goods.
   b.   services marketers are typically able to influence customer response by stressing one services marketing mix variable and not changing the other mix variables.
   c.   redesigning the process of service assembly to emphasize more customer participation in the service production will not typically require changes in the roles of service employees or the physical service environment.
   d.   All of the statements based on the services marketing mix framework are true.
   e.   None of the statements based on the services marketing mix framework are true.

Ans: a
Page: 25

21.   According to the servuction framework, *Customer A* refers to

   a.   the customer receiving the service.
   b.   the customer who is not receiving the service but who is visible during the service performance.
   c.   the customer who is not receiving the service and who is not visible during the service performance.
   d.   *any* of the listed conditions.
   e.   *none* of the listed conditions.

Ans: d
Page: 25

22.   According to the servuction framework, the benefits that a service customer receives from a service performance

   a.   result from the interaction between the contact personnel and the inanimate service environment.
   b.   can be significantly influenced by what happens in the invisible organization and/or other customers present at the service experience.
   c.   result from the 7Ps.
   d.   Both A and B are consistent with the servuction framework.
   e.   All of the statements are consistent with the servuction framework.

Ans: d
Pages: 26-28

23. According to the services theater framework,

   a. a service customer can use the service setting to help establish expectations of the service quality and experience.
   b. a service actor's appearance and behavior can influence a service customer's perceptions of the service performance.
   c. each element of the service performance may be designed to create a different performance and customer experience.
   d. All of these statements are in agreement with the services theater framework.
   e. None of these statements is in agreement with the services theater framework.

Ans: e
Page: 27-28

24. According to the services theater framework, which of the following is NOT typically used to describe a service encounter?

   a. Actors
   b. Audience
   c. Front stage
   d. Backstage
   e. Plot

Ans: d
Pages: 28-29

25. Which, if any, of the following characteristics is NOT shared by the three service experience frameworks introduced in this chapter?

   a. Each framework identifies components present in any service exchange.
   b. Each framework captures the interactive nature of the service experience by communicating the interrelatedness of their various elements.
   c. Each framework is broad enough to describe a variety of service organizations.
   d. All of these characteristics are common across the three service experience frameworks.
   e. None of these characteristics is common across the three service experience frameworks.

COMPLETION QUESTIONS

Service Framework

Participants, Physical evidence, Process of service assembly

Service Encounter

Servuction

Backstage

Services Theater

Workers, Setting, Customers, Process

Services Marketing Mix

Ans: Service Encounter
Page: 20

26. A _____ is the activity during a period of time when the customer directly interacts with some aspect of the service organization.

Ans: Service Framework
Page: 21

Ans: Workers, Setting,
         Customers, Process
Page: 21

Ans: Services Marketing
         Mix
Page: 23

Ans: Participants,
         Physical evidence,
         Process of service
         assembly
Page: 23

Ans: Servuction
Page: 25

Ans: Servuction
Page: 25

Ans: Services Theater
Page: 26

Ans: Backstage
Page: 26

27. A _____ is useful for analyzing factors contributing to customers' service experiences.

28. The components of any service experience are the service _____, the service _____, the service _____, and the service _____.

29. The _____ framework is based on the marketing mix concept.

30. In the services marketing mix framework, the three new Ps are _____, _____, and _____.

31. The term _____ was created to designate the service production system.

32. The _____ framework maintains that the bundle of benefits a customer receives emerges from the customer's interaction with the service contact personnel and the inanimate service environment.

33. The _____ framework describes the service experience in terms such as *actors*, *audience*, and *setting*.

34. According to the services theater framework, much of the planning and execution of the service experience are actions that are hidden from the audience and, as such, are said to occur in the _____ region of the service performance.

ESSAY QUESTIONS

35. Since each customer service experience is unique (i.e., two customers have differing experiences with the same service encounter), why should services attempt to understand customers' service experiences?

36. You are a marketing manager for a local service organization. During a recent meeting with employees, you indicated that it was important to understand the customers' service experiences. One of the employees then asked how this was possible since each customer service experience was unique. How would you respond to this question?

37. How can service marketers use service frameworks to improve the design and delivery of their services?

38. You are asked to improve the design and delivery of your firm's service offering. How would your knowledge about service frameworks help you to accomplish your assignment?

39. Compare and contrast the services marketing mix framework, the servuction framework, and the services theater framework.

40. Choose a service encounter and describe it in terms of one of the three presented service frameworks.