The Report of
Service Management

Subject: The Service Quality of Tainan Train Station

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Catalogue

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1.0 Introduction

1.1 Background to the business—Tainan Train Station

Called the post of Tainan according to period on day at the railway station of Tainan. The initial station room was built in May of 1900, and it was a building of a foreign style.

Build on two floors, the railway station of Tainan, as regards space type attitude it enter ,it regard as being it is from ahead hall, in the middle of wait there aren't and following railway platform. There are doors before the hall.

The corridor, front is in order to offer passenger's entry from head to foot of the automobile, both sides are pedestrian's entry. It still maintains the original appearance today. What was the original waiting room is now the ticket selling hall.

Inside leads to the railway platform with a small waiting room after the hall. Place oneself in the north in the small waiting room, I class waiting room, two original ones, still are used today.

Inside have been a7-11, There is also an automatic ticket selling machine, the nursing room, several ATMs and chairs too.

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1.2 Background to the theory—what is Flower of service?

Flower of service

Different types of core product often have the same core facilitating and enhancing services.

Although core products may differ widely, certain supplementary elements—like information, billing, and reservations or order taking–keep recurring. There are dozens of different supplementary services, but almost all of them can be classified into one of the following eight clusters.

Facilitating Services

- Information
- Order Taking
- Billing
- Payment

Enhancing Services
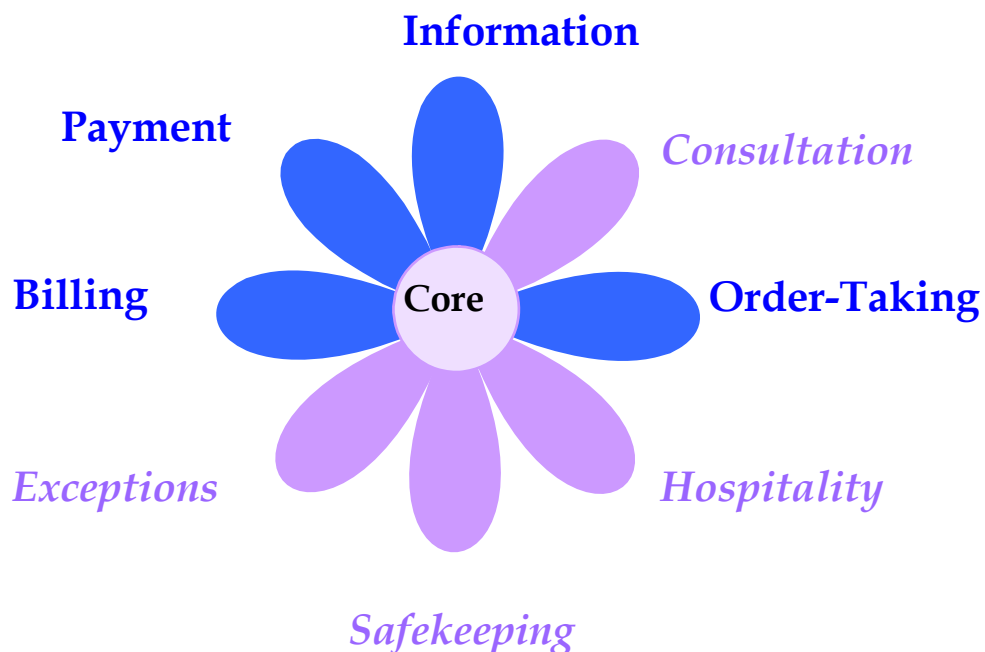
- Consultation
- Hospitality
- Safekeeping
- Exceptions

FIGURE 1: Flower of Service

KEY:

Facilitating services

Enhancing services

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1.3 Background to the theory—what is flow chart?

Service design is a complex task that requires an understanding of how the core and supplementary services are combined to create a product offering that meets the needs of target customers. For physical objects like new buildings or ships, the design is usually captured on architectural drawings called blueprints (because reproductions have traditionally been printed on special paper where all the drawings and annotations appear in blue). These blueprints show what the product should look like and detail the specifications to which it should conform.

Blueprinting can be used to document an existing service or design a new service concept.

To develop a blueprint, you need to be able to identify all of the key activities involved in service delivery and production, clarify the sequence, and to specify the linkages between these activities. Service Blueprints clarify the interactions between customers and employees and how these are supported by additional activities and systems backstage.

2.0 Aims

- Let train management understand require of customer.

- Show what the service delivery system is for the train station.

- Let train management understand the advantages and defects of the service in the train station.

- According to the analysis, give suggest to the train station how to improve the level of the satisfaction customer.

3.0 Method

- We check through midterm report before.

- We went to the train and buy tickets.

- We ask about train management and suggestion of customer.

- Understand all buy tickets process and take down.

- Made flow chart and flower of service of the flow chart.

- Analyze processes of buy tickets problem.(involve inside and outside problem).

- Analyze processes of flower flow chart.

- Arrange the conclusion and suggestion.

4.0 Findings

4.1 Flower of service
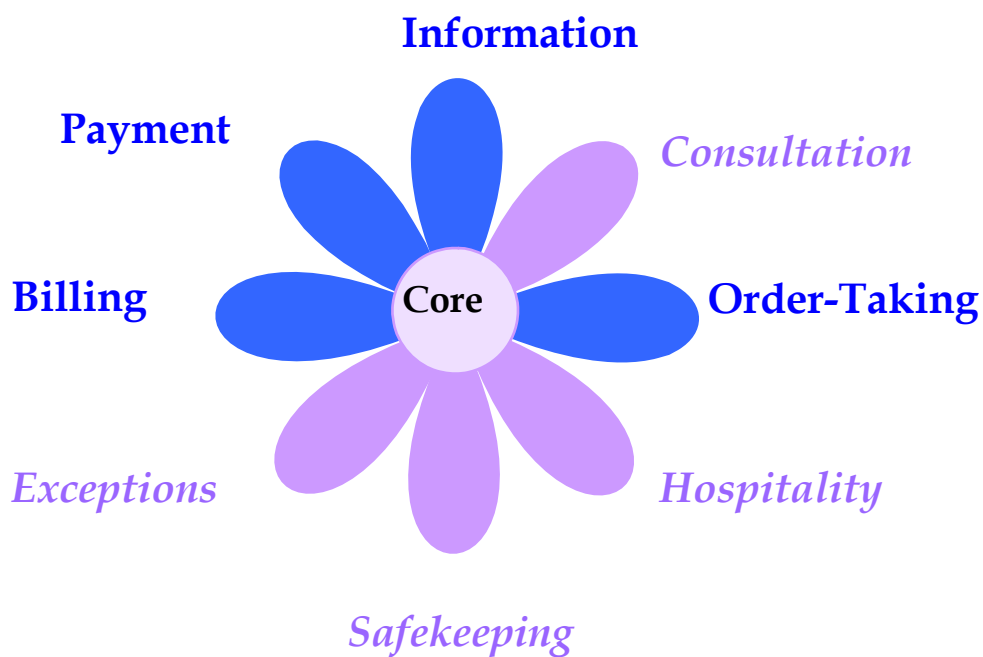
Facilitating Services

- Information
- Order Taking
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Facilitating services
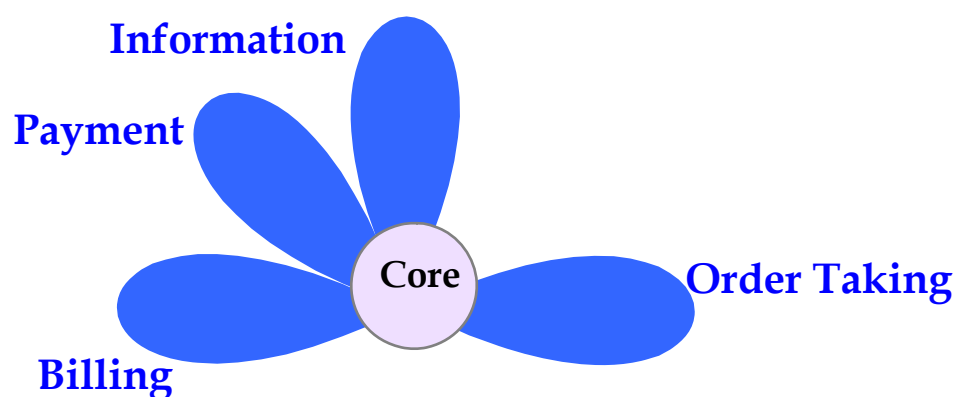
FIGURE 2: Facilitating services

1. **Information**

    ■ At the station the timetable is on the wall.

    ■ Service staff.

    ■ Telephone.

2. **Order-Taking**

    ■ Internet.

    ■ Reservation by telephone.

    ■ Direct order to service people.

    ■ Automatic machine (self service machine).

3. **Billing**

    ■ Told to train attendant place, the number of train, what kind of train, then train attendant would tell me price.

    ■ Inquire about price system on internet.

    ■ Query language about price system on telephone.

    ■ Announcement of train station.

4. **Payment**

    ■ Credit card/Cash

    ■ The ticket vendor machine.

Enhancing services

FIGURE 3: Enhancing services

5. **Consultation**

- According to demand of the customers, provide different kind of the train. (Ex: The fastest is Tze Chiang).
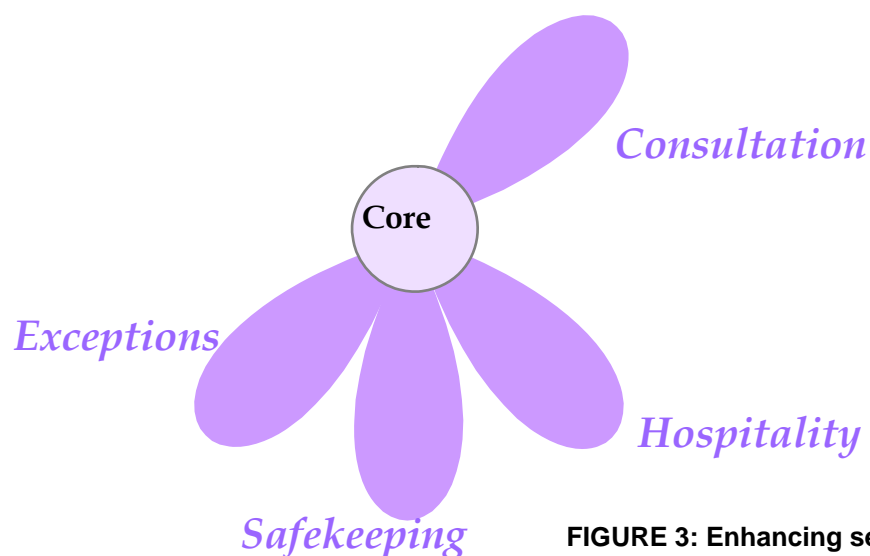
6. **Hospitality**

- Seats.
- Fans.

7. **Safekeeping**

- Safety
- Left luggage.

8. **Exceptions**

- ATM.
- 7-11.
- First Aid room.
- Travel around the island by train.

4.2 Service design—Flowchart

Act I：Starting the Service Experience

Act I begins the customer enter the train station. From this point on, front-stage action take place in a very visual environment.

By the time our customers reach the train station, they have been exposed to several supplementary services, including [Parking、Fall in line、Question]，Standards that are based on a good understanding of guest expectations should be set for each of these service activities. Below the line of visibility, the blueprint identifies key actions that should take place to ensure that each front-stage step is performed in a manner that meets or exceeds customer expectations. These actions include [Parking、Fall in line、Question], and use of information technology to access, input, train station, and transfer relevant data.

Act II：

After the customers take the correct ticket, they can go to waiting room before the train arrives. Waiting room has Multimedia equipment (ex: TV). Maybe they can go to toilet (Dustman must regular clean). When time is coming and must enter the platform after they go to check and cut ticket.

Act III：

These partial flows are we quite blind. The rear service personnel are the important role. The service personnel must contact with the locomotive engineer, obtains correct time which the train enters the station. The server must to check customer can safely to get into a train.

When drives the time, the service personnel must press down the alarm bell, informs the customer to get into a train as soon as possible. After the confirmation, then informs in the train the service a personnel closes a door. The train was allowed the departure.

Tainan train station

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Tainan train station

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5.0 Problem &Advice

problem	suggestions
F1：Only temporary parking	To cooperate with business, customers have more temporary parking
F2：Not enough parking space	
F3：Bad attitude	Superintendent can hold employees of discipline on a regular time schedule, keep service base
F5：Long queue	
F4：Multimedia equipment not enough	Increase equipment, let customer can reconcile bored in wait for train.
F6：Customers are not kept in order	

TABLE 1: Problem &Advice

6.0 Conclusion

Propose that a railway of Taiwan can put out the scheme of promoting, develop the new traveler, and stabilize the old customer.

Have already offered a perfect service to customers at the railway station at present, has hoped that good service quality can be maintained, strengthen the insufficient part again via our above-mentioned suggestions , make customers receive more satisfied quality with it; Improve the competition advantage on the market of a railway of Taiwan.

Appeal the channel in the passenger, a railway of Taiwan can more propagate the information in this respect , let the customer and railway station establish good interaction , reflect customer's question put forward as soon as possible.

References

Book:

1. Christopher Lovelock, Lauren Wright, "Principles of Service Marketing and Management", Prentice Hall, Second Edition, P272-277(2002)
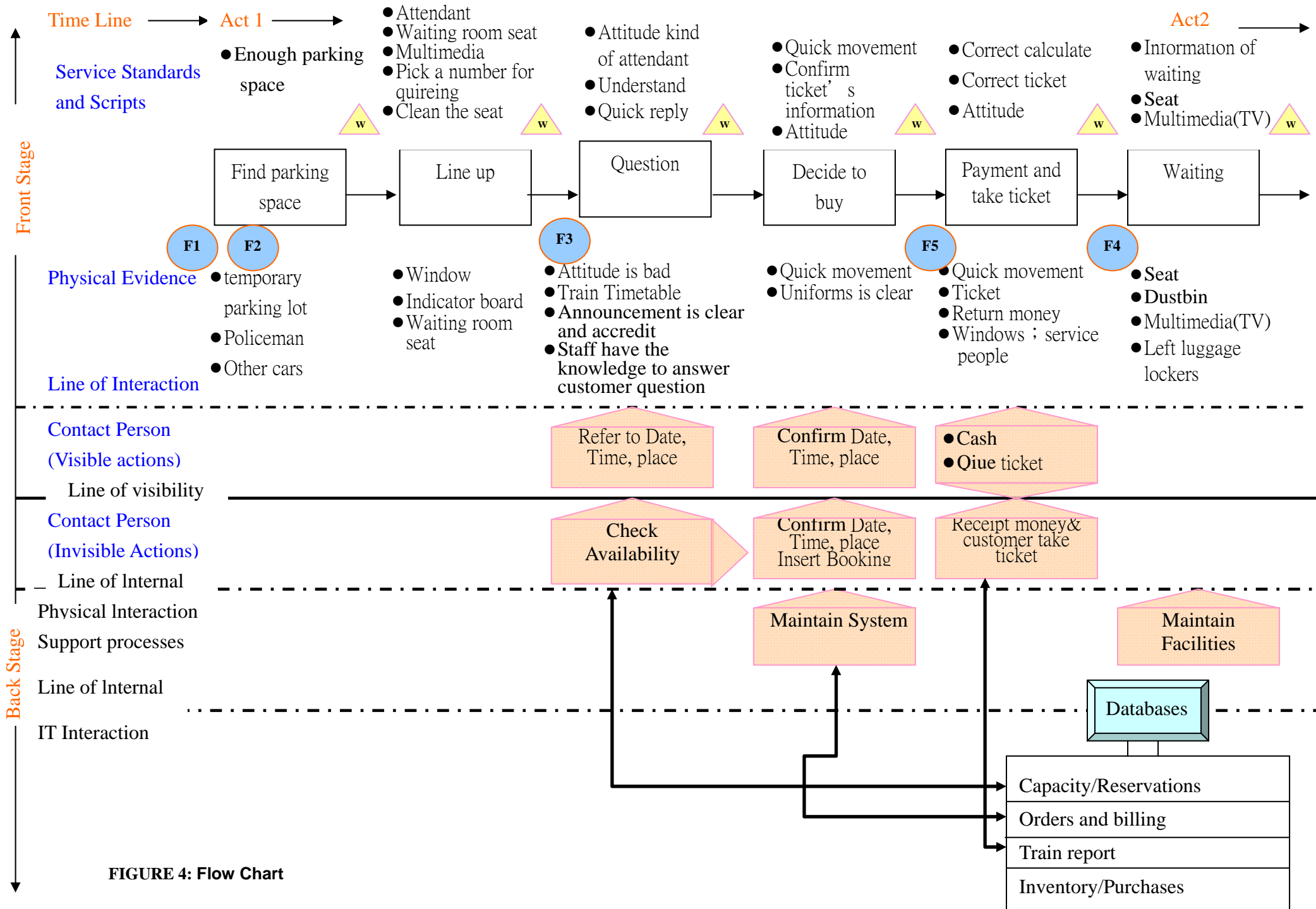
Internet:

2. http://home.pchome.com.tw/togo/taistationnan/tainan.htm
   "Tainan Train Station"

FIGURE 4: Flow Chart

Time Line → **Act III** →

Service Standards and Scripts
- Cleanliness
- Supplies
- Often cleaned

- On time
- take care passenger's safe

Attendant direct

- Time

Front Stage

| Use restroom | → | Platform | → | Train coming -in station | → | Passengers Line up to get on the train. | → | Train leave station |

(W triangle) (F6 circle) (W triangle)

Physical Evidence
- Restroom Clean
- Telephone
- vending machine
- cleaner
- Attendant
- Attitude
- Train
- Train carriage has a clear number
- Attitude

Line of Interaction

Contact Person (Visible actions)

- Punch the ticket
- Broadcast of Computer sound
- keeps order

Line of visibility

Contact Person (Invisible Actions)

- Information of the train arrives
- Confirm to passengers in safe to get on the train.
- Confirm time and press the alarm bell

Line of lnternal

Physical Interaction

Support processes

- • Inspect frequently
- • Maintain and clean
- • Restroom supplies storage
- • Supplies purchase/delivery

- Maintain Facilities
- Arrange attendant (F circle)
- Confirm leave station and communication system

Line of lnternal

Databases

IT Interaction

| Capacity/reservations |
| Orders and billing |
| Train report |
| Inventory/Purchases |