1.0 Final assignment

The aim of the final assignment is to explore use of service concepts in practice. The aim is for consider issues we have discussed in class as well as extending those with your own experience and with reference to research.

From the series of options given below you should choose *one* to work on in your group.

Please note that the first option can only be chosen by two groups. This also applies to the second option (only two groups). This will reduce repetition in class. These will be allocated on a 'first come – first served basis' as described in the e-mail sent with this note.

1.1 Options

1.1.2. **TLContact.com – (*on the website as Case 1*)**

As with the other cases you should take time to read and get familiar with the *objective facts* of the case.

I would suggest:

- Using a time-line to identify the main events in the case

- Identify the different business models that have been tried in the case. They seem to have gone through 3-4 different phases/models in the development of the web-site.

- Discussing the approach to systems design and marketing

- Note – this first three bullets are mainly connected with the first question

- Consider question 2 – how is the service creating value?

- Question 3 – the board meeting agenda. You should explore the range of issues raised on the last page of the case.

1.1.3. **Enabling digital government through e-services… (on the website as Case 2)**

As with the other cases you should take time to read and get familiar with the *objective facts* of the case.

I would suggest:

- Considering how the service from the IRAS seems typical of service from Government departments. (As customers of Government services what do we expect – what seems to be a 'norm'? – fast/slow; friendly/unfriendly etc.)

- Explore what has happened in the first and second waves of business process re-engineering (what is 'business process re-engineering?). What are steps that have made this process work well?

- Explaining what is the vision for the e-government business model and how is it linked to development of e-services?

- What factors have contributed to the success of managing this transformation? There seem to be factors both outside (customers) and internally (e.g. staff (and other factors)) that have made a distinct contribution to this change effort.

- What risks are involved? Much of the work of the IRAS has focused on checking, filing enormous volumes of documents and insisting on large numbers of supporting documents. What is the risk involved with removing these layers of 'checking'? How have they tried to reduce these risks?

- If you were in charge what directions would you be planning to do next?

1.1.4. Developing services for 'the bottom of the economic pyramid' (*see QUIS-9BOPservices2004.pdf*)

In his presentation Professor Lovelock dispels two myths: one that those at the bottom of the economic pyramid cannot afford technology and the other that this group are unable to use technology even if they have access to it.

It is an enlightened and empowered view for technology and service in parts of the globe that are often ignored for the above reasons. For those businesses taking a long-term view the ideas in the presentation may be part of a strategy for early adoption and acceptance of their presence in a country.

In class some of you may be directly familiar with the issues discussed in the Professor Lovelock's presentation. Others may be faced with questions about whether to do business in the types of economies described there.

I would suggest considering:

- The examples given in the presentation and see what other examples you can identify (since this presentation dates from 2004 there may be more recent information available on the project from the researchers mentioned there (See Servsig in Singapore; the reference to the HBR article etc.).

- What seem to be some factors that will make technology more likely to succeed in these environments? (The technology, as well as the people, will be an issue here.)

- Is this all concerned with *community service* or can it be the makings of a profitable business?

1.1.5. E-Service - Web site evaluation

Select Web sites for one or more service businesses.

- Start by considering the basic service flower in each case focusing on Information, Consultation, Order-Taking, Billing, and Payment. Use this to structure your explanation of how the business operates.

- Prof. Parasuraman has written a paper title, "E-S-Qual". In this paper he identifies important quality dimensions for those using service on-line. You should review this *and any other relevant research* to arrive at a *set of criterion to evaluate the website you have chosen*.

- Make comment on the overall effectiveness and suggestions for improvement on specific dimensions (consider: missing or unnecessary content, layout and sequencing, eye-appeal—appropriate use of graphics and color, animation, audio options, presence or absence of all necessary service features, use of hypertext links, *the ease of playing your role as a customer* etc.).

- Try to conclude with views on the internet's (as a whole) potential / limitations for the future.

1.1. Report

- For each of the above options you should write a management report.

- The report should be of an adequate length to describe the issues.

- It should be written as a management report but include references & footnotes as necessary.

- The final report should have a professional finished appearance.

1.2. Presentation

- The presentation should be made using PowerPoint and cover the main issues in the report.

- Each presentation should not last more than 15 minutes. *Each member* of the group should speak during the presentation.

Dr. James Stanworth

Group name	Assignment
Group 2 – Cory and group	Case 1 TLContact
Group 1 – Julian and group	Case 1 TLContact
Group 6 – Rudy's group	Case 2 Digital Gov.
Group 5 – Zack's group	1.1.5 – Web *sites* evaluation
Group 4 – Naza's group	1.1.5 – Web *sites* evaluation
Group 3 – Evonne's group	1.1.5 – Web *sites* evaluation
Group 7 – Shark's group	Case 2 Digital Gov.