

## **1.0 Mid term assignment**

### Aim of the assignment

The aim of the mid term assignment is to understand service delivery systems in action. Often service delivery works well until the customer has a problem or requests something non-standard: in other words when customers experience the aspects known as 'exceptions' in Lovelock's flower.

### Key steps in carrying the project out

In this assignment:

- Look for two service providers. They may be in similar or different sectors. Try to identify one that is known for good service and one that is known for poor service. In this way you may have the opportunity to contrast them.
- Visit the service site (i.e., you choice should *not* be an information processing service) or interact with the service. Test how the provider deals with exceptions. Try to make your 'test' as objective and legitimate as possible. In other words changing a product – chosen "by mistake", finding a fly in a soup, or looking for advice on a product in store would work fine. In other words avoid situations that are controversial or likely to get you into a subjective argument.
- Document what happens. Make notes after the event. Try to get some photographs of the service site.
- Use service theory to describe what happens. How clear are the aspects of interaction, customer participation and accessibility? Do they have scripts? Do they have standards? Is there a clear process for customer and provider to follow?
- What can be learned from your experience and analysis? What would you suggest to the service providers to *keep doing* and *stop doing* / change?

### Reporting

For this project you will feedback to class using PPT. There is no written report. Your presentation should cover:

- Short background – who/where/what are the service providers
- What was the objective of this project
- What did you do?
- What did you find?
- Your analysis?
- Key conclusions
- Recommendations to the service firms

Try to use different types of media in the presentation to communicate your ideas. Each person in the group should present.