

# The **Final** Report of Service Management



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Not automated -  
format is taken  
care of by Word.

# 1.0 Introduction

## 1.1 Theory application-The Customer Gap

customer gap is ~~a thing that~~ between "Expected service" and "Perceived service"

Customer expectations are standards or reference points  
That customer into the service experience ,whereas  
Customer perceptions are subjective assessment of actual

Are these sentences?  
A sentence has:  
- A capital letter to start with  
- A period at the end  
- Makes one point at a time.

### Gap1:the listening gap

- ◆ Inadequate marketing research orientation
- ◆ Lack of upward communication
- ◆ Insufficient relationship focus
- ◆ Inadequate service recovery

## 1.2 Theory application –PZB’s service quality

### dimensions

The dimensions of service quality have been identified through the pioneering research of Parsu Parasuraman,Valarie Zeithaml,and Leonard Berry. Their reearch identified five specific dimensions of service quality that apply across a variety of service contexts.

## The 5 dimensions

### 1. Reliability:

Space

Ability to perform the promise dependably

The word (font) size changes. Why?

and accurately.

### 2. Responsiveness:

Willingness to help customers and provide prompt service.

### **3. Assurance:**

Employees' knowledge and courtesy and their ability to inspire trust and confidence.

### **4. Empathy:**

Caring, individualized attention given to customers.

### **5. Tangibles:**

Appearance of physical  
facilities, equipment, personnel, and written materials.

## **1.1 Tsann Kuen 3C store**

Tsann Kuen, which started in 1978 and became a public traded company in 2000, is one of the most famous 3C corporations in Taiwan. Commodities sold by Tsann Kuen, including many kinds of computers, household appliances, some computer peripheral products. Tsann Kuen gives discount to the member, even has the special activity only for members. The biggest rival of Tsann Kuen in Taiwan is National Electronic. Their slogan is "High quality goods, cheapest price for customers."

**From** :Tsann Kuen 3c store official website, Wikipedia.

Please open a book and see how to do citation. Either as numbers in brackets or as the author's name and a date.

## 2.0 Aims

- ◆ To know the interior service quality of Tsann Kuen. ✓
- ◆ Let Tsann Kuen realize require of customer . ✓
- ◆ Let Tsann Kuen understand which defects they need to improve and which advantages they can keep going . ✓
- ◆ According to the theory we learned from class to give Tsann Kuen some suggestion to increase satisfaction of customer. ✓

Good

## 3.0 Methods

- We refer our team members' share their own experience of Tsann Kuen and discuss the activity between customer and Tsann Kuen by telling their own description .
- We set up some situations to find something satisfied or unsatisfied in customer experience .
- If customer feel unsatisfied with the service in the situations ,we can analyze it by using Customer gap to know the disadvantage of Tsann Kuen ,and give some advice to improve the result .
- If customer feel satisfied with the service in the situations ,we use the PZB's service quality dimensions to find out the situations correspond to which dimensions and to judge Tsann Kuen's service quality.

READ, READ, READ.

Mid-term - This is what? These are critical incidents!

Clear explanation - good.

## 4.0 Situations and Analysis

### Situation1: Warranty

When I was a freshman, I need to buy a laptop, I went to the Tsann Kuen and bought it, the clerk stated warranty period of one year warranty. Regrettably, with less than a week, the screen of laptop is flashed , so I couldn't stand it anymore. I went back to the Tsann Kuen and explained my situation of laptop to the clerk who recommended me to choose it. However, I show him my broken laptop with the warranty; he just said it is impossible; this consequence is caused by misusing. Therefore he didn't agree to me on my requisition. That made me feels unsatisfied.

## Details:

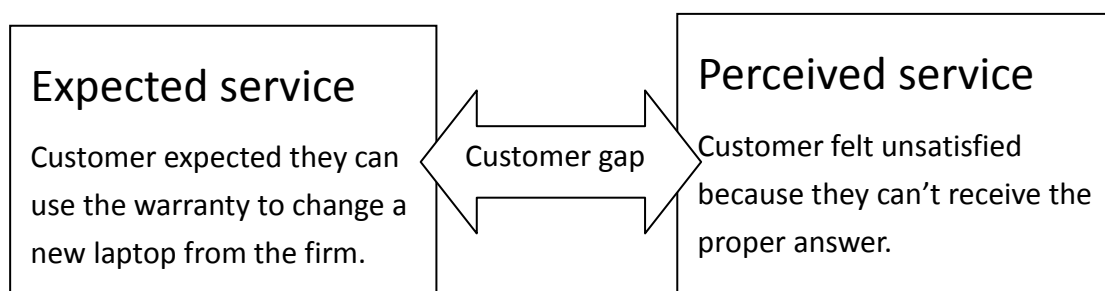
- ① He regretted to give the warranty.
- ② Do not recognize fault.
- ③ Do not want to compensate anything to customers.

Failure points - see book

## Problem:

Customer expectations and customer perceptions are different, so it makes the

## Customer gap



## Detailed analysis:

If Tsann Kuen 3C store gave the warranty, they should have their words. But they refuse to give, they thought it is not possible for a laptop to be broken so fast. One important thing in service, the **Reliability**. What you promise, you should accomplish it no matter how.

OK

✓

## Situation2: Impression

Brian wants to give his mom a oven as a mother's day gift, so they went to Tsann Kuen 3C store. Mom said she was impressed by the decoration of Tsann Kuen. "It is so neat and spacious inside. In my shopping experience in other stores, their shopping space is so small and put their goods casually." "Especially their product diversity, it is so fantastic. You can find what you want very quickly." Brian said. Suddenly, a clerk came to us, "Do you need anything help?" and introduced product kindly to my mom. Their good attitude made my mom very happily, and we finally chose a oven that suited us.

Why yellow

## Details:

- ① good shopping environment and nice interior decoration
- ② good product diversity
- ③ nice service attitude.

## Situation3: Service Attitude

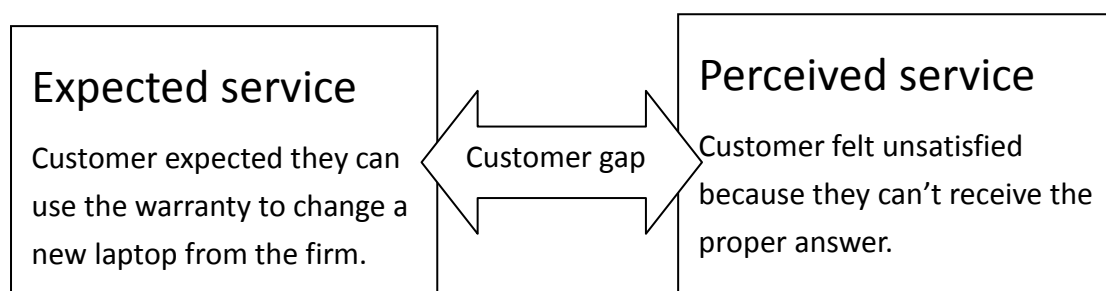
Their attitude seems not perfect. In my experience to buy things in Tsann Kuen , the staff will introduce the product patiently at first: however, if the staff think you do not want to buy things after a while, he will talk to you rudely ,and then change his attitude . Although I don't sure whether all of the clerks are same with the clerk who treat me, the incident makes me feel bad in my experience.

## Details

- ① Staffs have good manner.
- ② Staffs change their attitude bery quickly.

## Problem:

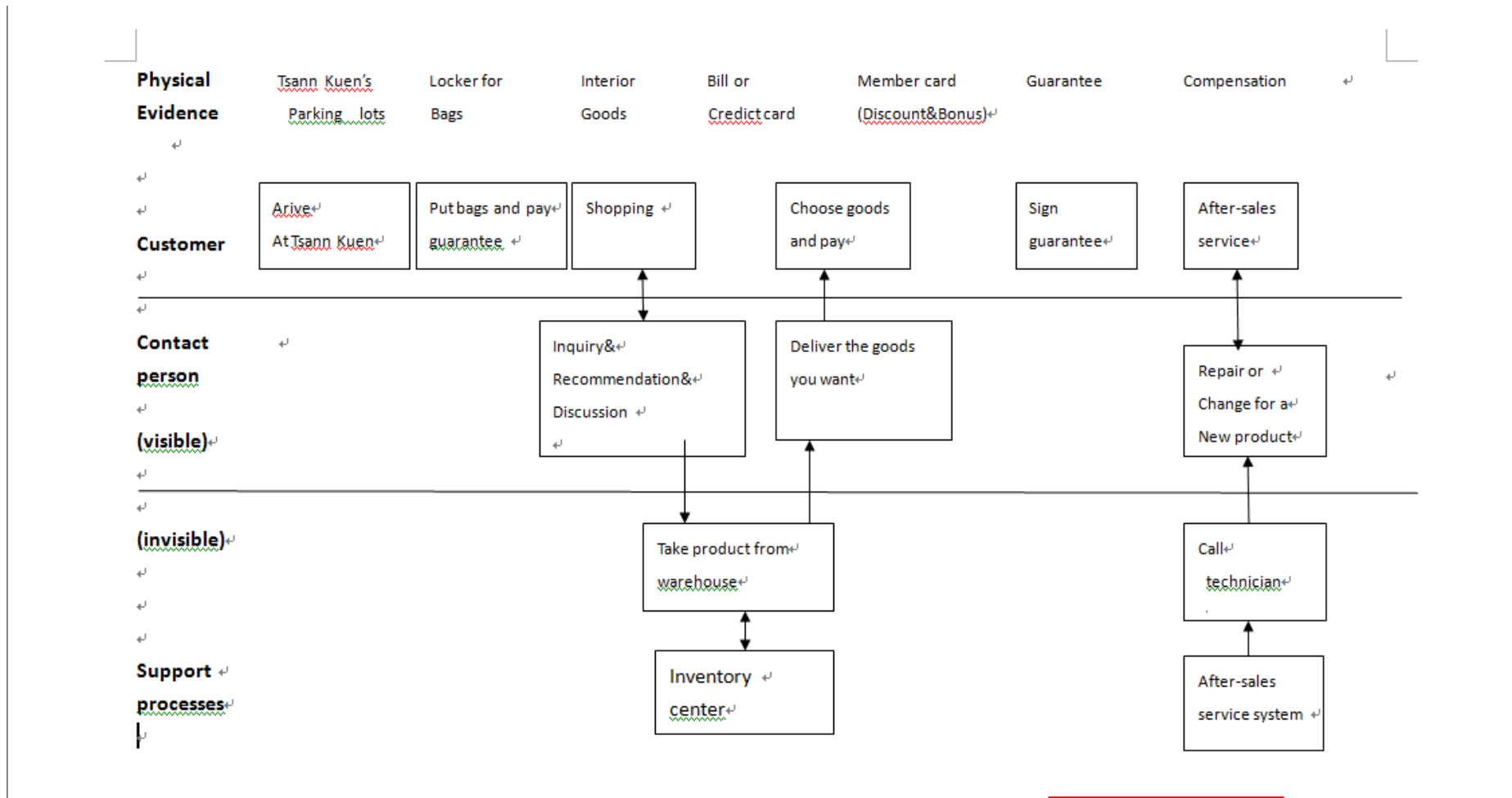
Customer expectations and customer perceptions are different, so it makes the **Customer gap**



## Detail analysis:

They just want to have profits, do not consider customers feeling. They should do their service in consistency, not to change attitudes too fast.

# 5.0 Blue print



Ok, so basic details here. What about the failure points?

## 6.0 Conclusion and Recommendation

We think yellow house still have many space to improve. How to make it more stronger is a mission, and must complete it. So, we have some recommendations from the problems of three situations.

### Situation1: Warranty

#### Suggestions:

The clerk should arrange for a professional engineer to assess the damage of laptop. So the customer will be convinced of the results.

So - this is *new script*

#### Expected Results:

If the clerk can refer our suggestion to process the incident, we expect the customer will feel better than they just be answered directly by clerk.

And Tsann Kuen may reach the **Reliability**, **Responsiveness**, and **Assurance** of PZB's service quality dimensions.

### Situation2: Impression

#### Suggestions:

All of incidents include, Gift, Interior decoration, Product diversity are good impression in my experience. Therefore in this situation, no problem needs to discuss.

#### PZB's service quality dimensions:

The content of situation includes Interior decoration; Product diversity, Uniform are represent the first impression of Tsann Kuen 3C store to customers. It's correspond to **Tangibles'** definition.

## Situation3: Service Attitude

### Suggestions:

Strengthen staff's concept of customer first through the standard staff training course, and confirm all of the staff can serve customer through personalized or customized service to satisfy every customers different demands.

### Expected Results:

While customers think they are served in individualized and specialized way, they will feel much more satisfied and improve the evaluation of service quality in their mind. That means Tsann Kuen achieve the **Empathy** of PZB's service quality dimensions.

## 7.0 Successful points

### Manufacture department

- 1.Global cooperation
- 2.Vertical integration
- 3.Critical component produced by Tsann Kuen
- 4.Strong relative to market&Global research

Strategy - not relevant to this project.

### Marketing department

- 1.Membership system
- 2.Extensive stores
3. Maintenance station
4. Techonology service

## 8.0 Reference

Valarie A. Zeithaml ,Mary Jo Bitner and Dwayne D. Gremler,(2009), "Services Marketing",5<sup>th</sup> Edition

Tsann Kuen 3c store official website

Wikipedia <http://zh.wikipedia.org/zh-tw/%E7%87%A6%E5%9D%A43C>

## FEEDBACK ON YOUR PRESENTATION

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<b>QUICK PRESENTATION FEEDBACK</b>			
<b>GROUP:</b>	<b>MO MO PARADISE (TIM ABSENT)</b>		
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p>Good start – take the hand out of the pocket</p> <p>Animate!</p> <p>The language needs to be appropriate to the situation.</p> <p>Who did the blueprint?</p> <p>Johnson – good job. Nice speed, explanation and interaction with group e.g., in moving the slides.</p> <p>Manufacturing department – this part seems disconnected from the analysis.</p> <p><b>Report</b></p> <p>Some basic details are covered and parts are good but:</p> <ol style="list-style-type: none"> <li>(1) The report is very varied in quality               <ol style="list-style-type: none"> <li>a. Font sizes vary</li> <li>b. The introduction is not understandable. These are not even sentences!</li> <li>c. Check how to do citation</li> </ol> </li> <li>(2) Where are the failure points? These can be included on the blueprint.</li> <li>(3) The blueprint is rather simple. More details could be added e.g., in the shopping process.</li> <li>(4) Do forget to use what we have learned in class to correct the problems.</li> <li>(5) The last part is irrelevant – it is about strategy.</li> <li>(6) With a little more care and thought this could have been a very good project!</li> </ol> <p>72%</p>			

## FEEDBACK ON YOUR PRESENTATION

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Grade: 0%