

SERVICES MARKETING

Final Project



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Contents

1.0 INTRODUCTION	2
1.1 BACKGROUND OF UBUS.....	2
1.2 WHAT IS BLUEPRINT?	2
2.0 AIMS	2
3.0 METHOD	3
4.0 FINDINGS	3
4.1 CURRENT SERVICE DESIGN- CHINESE NEW YEAR	3
4.2 CURRENT SERVICE DESIGN - ONLINE BOOKING SYSTEM	4
4.3 FAILURE AND SUCCESSES POINTS.....	6
4.4 BLUEPRINT.....	8
4.5 FAILURE AND SUCCESS PROCESS OF BLUEPRINT.....	9
5.0 PROBLEM &ADVICE	10
5.1 SUGGESTIONS AND IMPROVEMENT	10
6.0 REFERENCES.....	11

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1.0 Introduction

1.1 Background of Ubus

About the Ubus

United Bus Company Ltd, which is abbreviated Ubus, is the first legal private transportation enterprise in Taiwan. It is a bus transportation company that their buses can be accessed by many places in Taiwan such as Taichung, Taipei, Kaohsiung, and so on.



Figure....

Ubus is also the first highway bus company that is run by local people in Taiwan in order to solve the problem of busy traffic. Besides, it is built in 1989 when the economic grew fast in Taiwan.

Source?

1.2 What is blueprint?

The blueprint is a map or a picture to portray the service system so that different people involve in providing it can understand and deal with it objectively, regardless of their roles or their individual point of view. Blueprint can be divided four portions which include physical evidence customer contact person and support processes.

(Zeithaml, Bitner and Gremler, 2009)

Reference: Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, "Services Marketing" Fifth Edition, 2009

2.0 Aims

In this report we have three main aims:

is the most powerful bus transportation company in Taiwan. Therefore, understand Ubus thoroughly.

- 1 ➤ Discover the failure and successes points of the current service design of Ubus.
- 2 ➤ Find out the failure and success process of blueprint.
- 3 ➤ Let Ubus understand their problem of their service.
- 4 ➤ Provide several suggestions for Ubus, making Ubus improve their service.

3.0 Method

- We combine midterm project with this project.
- Visit the Ubus station in Changhua to built the blueprint.
- Build a service blueprint of Ubus so that our team can analyze the success and failure process of Ubus.
- Search for the current service of Ubus and understand it thoroughly.

OK

4.0 Findings

4.1 Current Service Design- Chinese New Year

Ubus allows consumers to book the tickets two weeks before the president election and Chinese New Year vacation. Because the president election and Chinese New Year vacation people will return to their hometown, the public transportations are usually without vacancies. In the period time of president election, people have to go back to their household register place so that they can vote.

OK

In addition to the service of opening booking two weeks before, Ubus also deliver some discount before Chinese New Year, trying to make customers use discount period time and not getting buses in the peak time.

The figure is the discount time period of Ubus during the president election and Chinese New Year vacation.

Date	No Discount/ Discount
2011/12/30 12:00~ 2012/01/02 12:00	No Discount
2012/01/02 12:00~24:00	Discount
2012/01/13 00:00~12:00	Discount
2012/01/13 12:00~2012/01/16 12:00	No Discount
2012/01/16 12:00~2012/01/20 06:00	Discount
2012/01/20 06:00~2012/01/30 12:00	No Discount
2012/01/30 12:00~24:00	Discount

It is not clear why you are focusing on this time - elections etc. The issue of discount is not clear. Why are you talking about this? It should be explained in more detail.

In the figure, we can find out that the Chinese Year vacation (2012/01/20 ~2012/01/30) is not in the discount period. However, the discount period is two days before Chinese Year vacation. According to this, we can know that Ubus are trying to attracting customers to go back to hometown earlier to avoid the peak time.

Consumers can take advantage of online ordering system, or take tickets by ibon of 7-11, Fami Port of Family Mart, and Life ET of Hi-Life system. We will introduce online booking system of Ubus in the part of 4.2.

4.2 Current Service Design - Online Booking System

Ubus offer ibon of 7-11, Fami Port of Family Mart, and Life ET of Hi-Life system to let customers take their tickets, giving customers more choice of paying and getting tickets.

Customers have two ways to pay and get their booking tickets. If customers want to book Ubus tickets online and get the tickets in the convenient store or Ubus station, they can follow four steps to achieve it.

Step 1

Choose where you want to book your tickets.

Step 2

Book the tickets you need.

If you book your tickets at home, you have to write down the information of your booking and it will show up when you finish your booking.

Step 3

Select what approach you want to pay check.

You can pay it in the convenient stores or in Ubus stations.

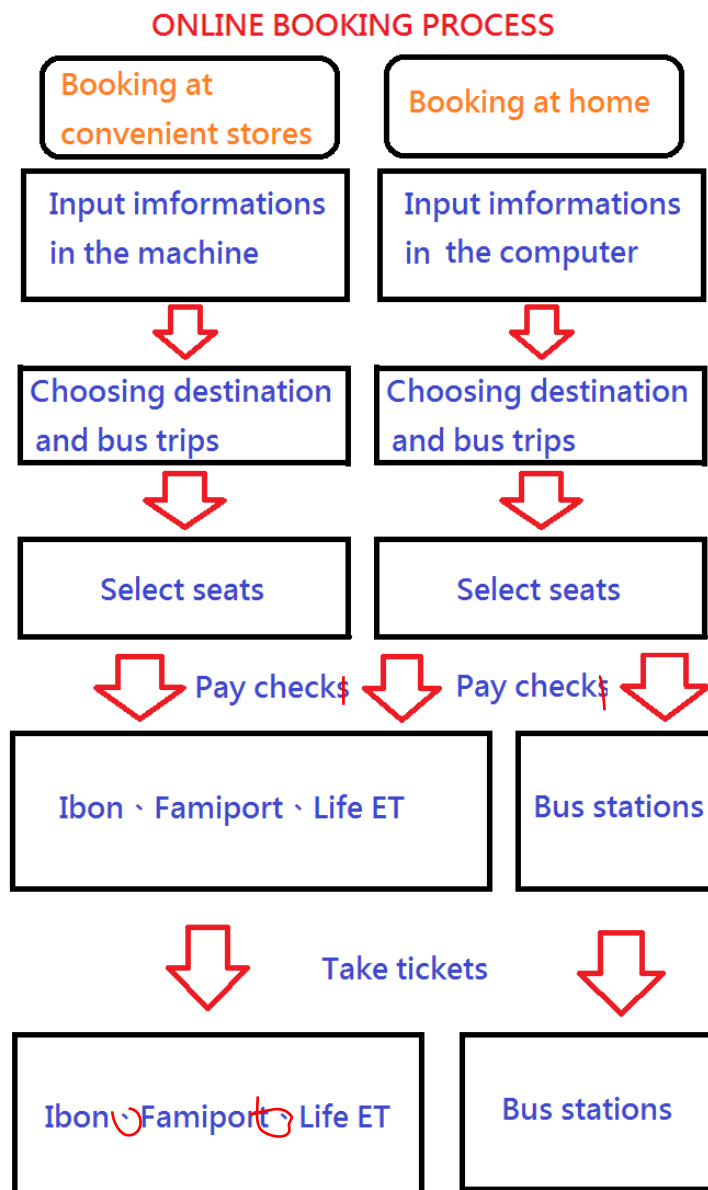
Step 4

- ✓ If you choose convenient store to pay your check, you can use the machine beside the door of every convenient store to take tickets. You have to enter your booking information, making the machine print out the receipt and take the receipt to the counter to pay check.

- ✓ If you choose Ubus station to pay your check, you have to tell the server your booking information so that you can get your tickets.

The figure below is a flowchart of online booking process offered by Ubus. The flowchart gives a precise introduction of using ibon, Famiport and Live FT to take booking tickets.

Service design-- ibon/ Famiport/ Live ET



Good.

4.3 failure and successes points

Good - reference
to failure points

successful and unsuccessful points of booking the tickets on line in advance and taking tickets by ibon, FamiPort and Hi-Life. Also, we figure out several suggestions for Ubus.

Current Service Design- Chinese New Year

➤ **Success Points**

1. It is more convenient to customers!
2. Ubus declines the probability of buying no ticket during peak time.
3. Ubus offers a new and more feasible method to get tickets different from traditional way. In addition, as long as we get tickets by ibon, we can buy one cup of coffee and one free by showing the ibon receipt to staffs in Starbucks Coffee.
4. Ubus still operates during Chinese New Year vacation.
5. Ubus offer some discount periods for customer.



Perhaps put on
cover

➤ **Failure Points**

1. The price is still the same in Chinese New Year (2012/01/20 06:00~2012/01/30 12:00) as usual time without any discount.
2. Ubus doesn't add more runs of buses in the period of Chinese New Year.

➤ **Suggestions**

1. Apply customers more runs of bus, saving their waiting time.
2. Design more preferential benefit plan to absorb more customers.

Current Service Design - Online Booking System

➤ Success Points

1. Saving time and convenience
2. Customers can use ibon/ Famiport/ Life ET to take their tickets everywhere and anytime.
3. I-bon ticket is also a coupon of some corporation associated to Uni-President. Customers can receive additional benefit from it. (E.g. Buy one get one free in Starbucks Coffee)



➤ Failure Points

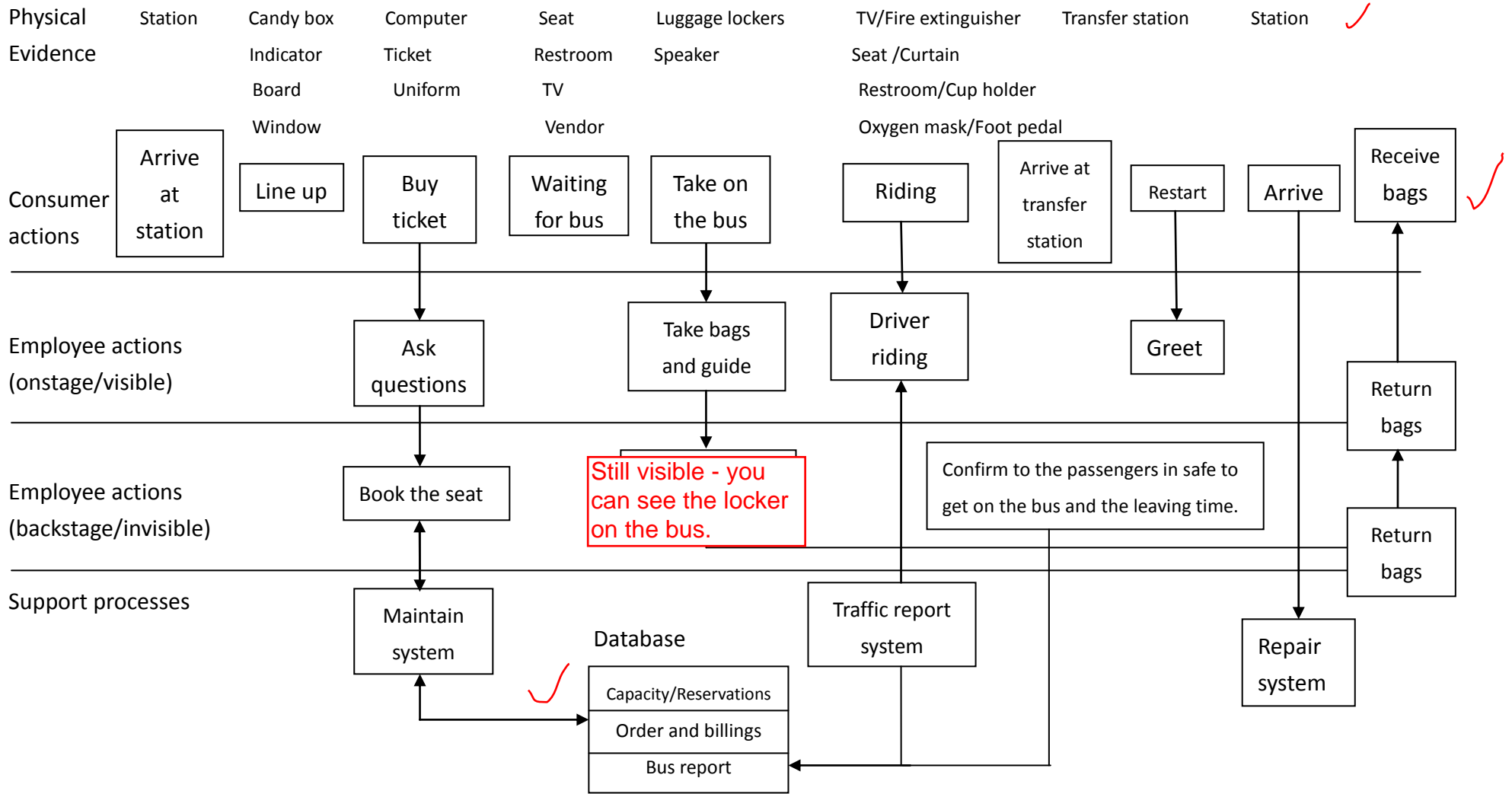
1. Additional fee for using ibon/ Famiport/ Life ET.
2. There are few choices for coupons. ✓

➤ Suggestions

1. Offering much more different kinds of coupons.
2. Give some feedback of using ibon/ Famiport/ Life ET to pay fees and take tickets.
E.g. If customers use ibon/ Famiport/ Life ET to take tickets, they can receive ticket discount next time.

Put failure points and suggestions side by side - easier to follow.

4.4 Blueprint



In the **customer actions** section of the blueprint, we can know the steps of taking Ubus and what service a customer can receive. The customer of Ubus performs in the steps of arrive at station, line up for the ticket, buy the ticket, waiting for bus, take on the bus, riding, arrive at transfer station, restart, arrive and receive bags.

In the **employee actions onstage** section, we can take a view of the interaction between the customer and employee, understanding what the actions the employee take to respond the customer's need.

In the **employee actions backstage** section, we can know what the employee act behind the scene of customers to support the onstage activities.

The **support process** section is the systems or IT systems Ubus use to support the service they offer. They are the maintain system, the traffic report system and the repair system.

ek

4.5 Failure and success process of blueprint

The failure and success process of blueprint are listing below:

Failure Process

- Arrive at transfer station: This process wastes customer's time due to the additional routes(making a detour).
- Waiting for bus: Every station has distinct quality. Ex: dirty restroom in Changnua.
- Take on the bus and arrive: Some buses can't arrive at the destination on schedule.
- Buy tickets: Some employees have bad attitude. ex: Refunding tickets failure
- Riding: Car accidents due to tired driving.

Clearer if you numbers and include on the blueprint

Success Process

- Take on the bus: Deliver prompt service and be considerable to you.
- Riding: Offer clean and comfortable buses for passengers.
- Buy tickets: Buses of Ubus come frequently so don't need to wait a long time.

Suggestions

- Avoid stopping too many transfer stop and making a detour, saving customers riding time.
- Having a fixed time to clear the restroom.
- Prepare schedule more precisely and flexibly
- Enhance Employees’ training
- Use specific answers, involving clear information to specific questions.
- Prevent the drivers from driving long time without rest.
(Limit to 8 hours per day)

5.0 Problem &Advice

5.1 Suggestions and Improvement

This seems to be a repetition from above?

Problems	Advice
The price is still the same in Chinese New Year as usual time without ant discount.	More preferential benefit plan to absorb more customers.
Keep the same runs of buses in the period of Chinese New Year. Therefore, customers have to wait longer than in usual time.	Apply customers more runs of bus, saving their waiting time and prevent them from waiting too long.
Additional fee for using ibon, Famiport and Live FT to take booking tickets. Besides, there are few choices for coupons.	Offer much more different kinds of coupons.
<u>Arrive at transfer station:</u> Wastes customer’s time due to the additional routes(making a detour).	Avoid stopping too many transfer stop and making a detour, saving customers riding time.

<u>Waiting for bus:</u> Every station has distinct quality.	Having a fixed time to clear the restroom.
<u>Take on the bus and arrive:</u> Some buses can't arrive at the destination on schedule.	Prepare schedule more precisely and flexibly.
<u>Buy tickets:</u> Bad attitude of employees. E.g. Refunding tickets failure.	1. Enhance employees' training. 2. Using specific answers, involving clear information to specific questions.
<u>Riding:</u> Car accidents due to tired driving.	Prevent the drivers from driving long time without rest. (Limit to 8 hours per day)

This is an opportunity to talk about *standards*

6.0 References

Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler, "Services Marketing" Fifth Edition, 2009

<http://www.ubus.com.tw/>

<http://www.ubus.com.tw/news/news.asp?aaa=441>

<http://ordertickets.ubus.com.tw/>

FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:	SUBWAY		
A	B	C	D
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 –</p> <p>The slides are good and clear – well done.</p> <p>Add slide numbers – so it is easy to refer to. “Schedule more buses during the Chinese New Year”</p> <p>Good tell us if there is a mistake – but then show us the correction, too. Visible/invisible?</p> <p>Don’t forget to use the pointer.</p> <p>It is ok, don’t panic when you hear the first bell. But don’t ask us to ‘read it’!</p> <p>Do not forget when you are NOT presenting you are STILL on the stage.</p> <p>It has been ‘torn’ ‘time’ ‘m’</p> <p>Aims – the second is not needed</p> <p>What is ‘restroom’?</p> <p>Report</p> <p>The report is clear and easy to follow. Think about:</p> <ol style="list-style-type: none"> (1) Including the failure points on the blueprint. This shows quickly what part of the service has problems. See the examples on my web. (2) Some parts are repeated e.g., on failures and corrections (3) Do not forget the opportunity to use theory e.g., ‘standards’ <p>Good effort.</p>			

FEEDBACK ON YOUR PRESENTATION

85%

Grade: 0%