

FINAL REPORT OF SERVICE MANAGEMENT

-----The service of Da-Pu Teppanyaki-----

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Nice cover

Content

1.0 Introduction.....	2
1.1 Service Blueprint.....	2
1.2 Da-Pu Teppanyaki.....	2
2.0 Aims.....	4
3.0 Method.....	5
4.0 Findings.....	6
5.0 Conclusions	13

1.0 Introduction

1.1 SERVICE BLUEPRINT

Service blueprint is composed of the process and the scripts of the service, delivered

by the servicer and received by the customers. In the flowchart, the cross axle

good

represents the service steps and the service time order, and the ordinate axle

show the supporting process of each service steps.

The manager can recognize the structures of the service process; help to figure out the

problems in the service. It can help the staff to know their role and understand their

service standard scripts. When a service problem happens, then the manager can fix

the problem and realize that who's in charge of the work and who should take the

responsibility. Designing a blueprint can help the manger to operate the company and

figure out the problem much more easily and finally improve.

Good introduction.
Nice use of your
own words.
Good job.

1.2 Da-Pu Teppanyaki

Da-Pu Teppanyaki was founded first in Taichung in 1994. However, the branches

of it had boomed everywhere in Taiwan since then because of its cheap price and

toothsome teppanyaki food. To aim at the consumer group, office workers and

good? not sure
what 'toothsome'
is!

students, cheap price and delicious food are their promotion strategy. Its price ranges from NTD 90 to 170, and offers a variable food from beef, pork, and chicken. And most importantly, it provided free refills on rice for only NTD 10. Da-Pu Teppanyaki focuses on those who want to have a cheap meal instead of having bento meal.

Introduction helpful to the main parts of the offer. What about the service characteristics, though?

2.0 Aims

1. Realize the theory of a service blueprint and its application. Study the blueprint, and we can design the blueprint much easier.

2. Have a meal in the Da-Pu Teppanyaki, and then analyze its strengths and weakness.

And then analyze the strengths and weakness of the Da-Pu Teppanyaki. After that,

we can identify the fail point of the service in Da-Pu Teppanyaki.

3. Design a service blueprint, recognize the role of the customers and the staff, find the problem that may happen and solve it.

4. Conclude and make suggestion for the Da-Pu Teppanyaki. We hope that our suggestions will help Da-Pu Teppanyaki to improve.

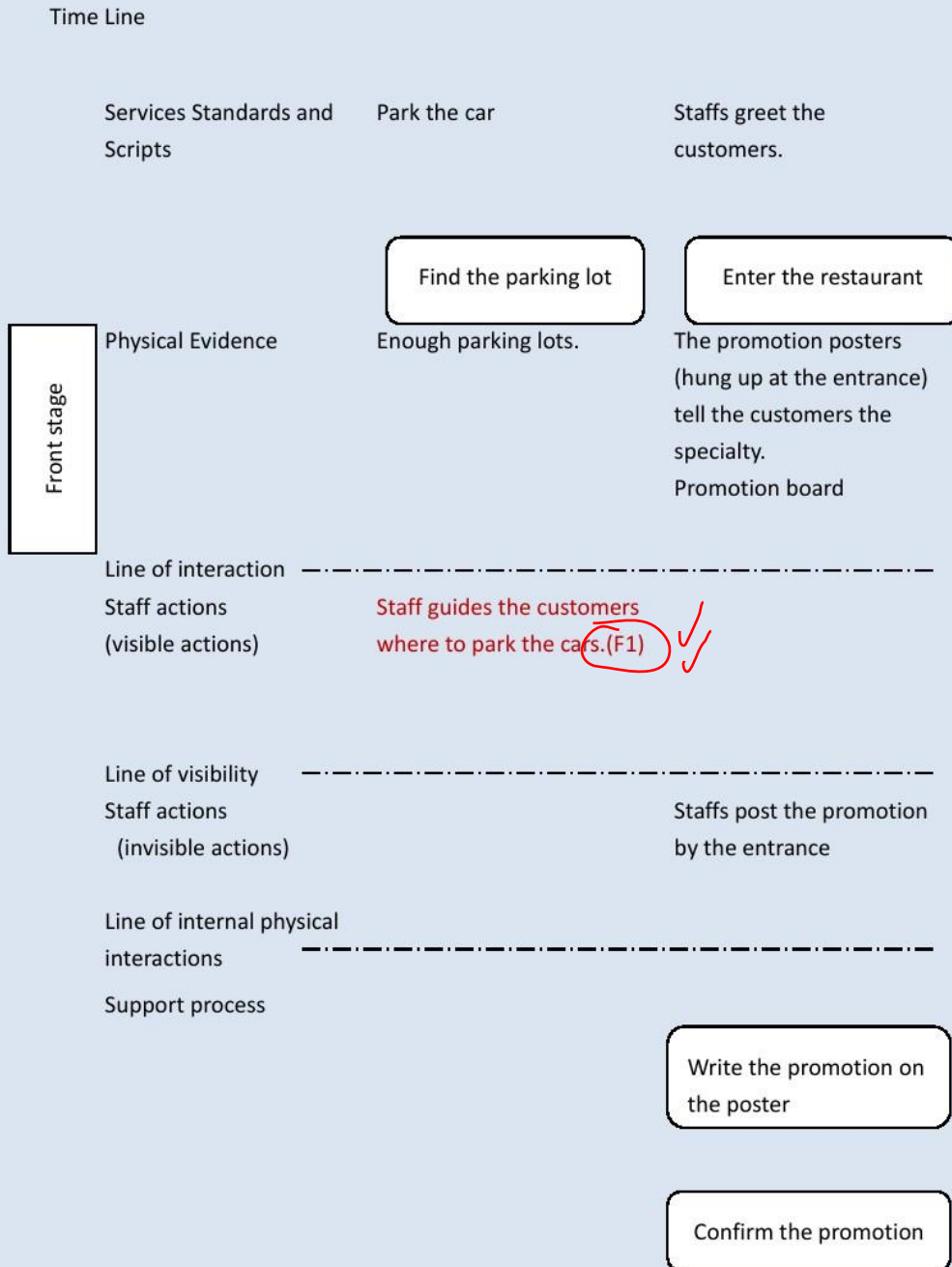
3.0 Method

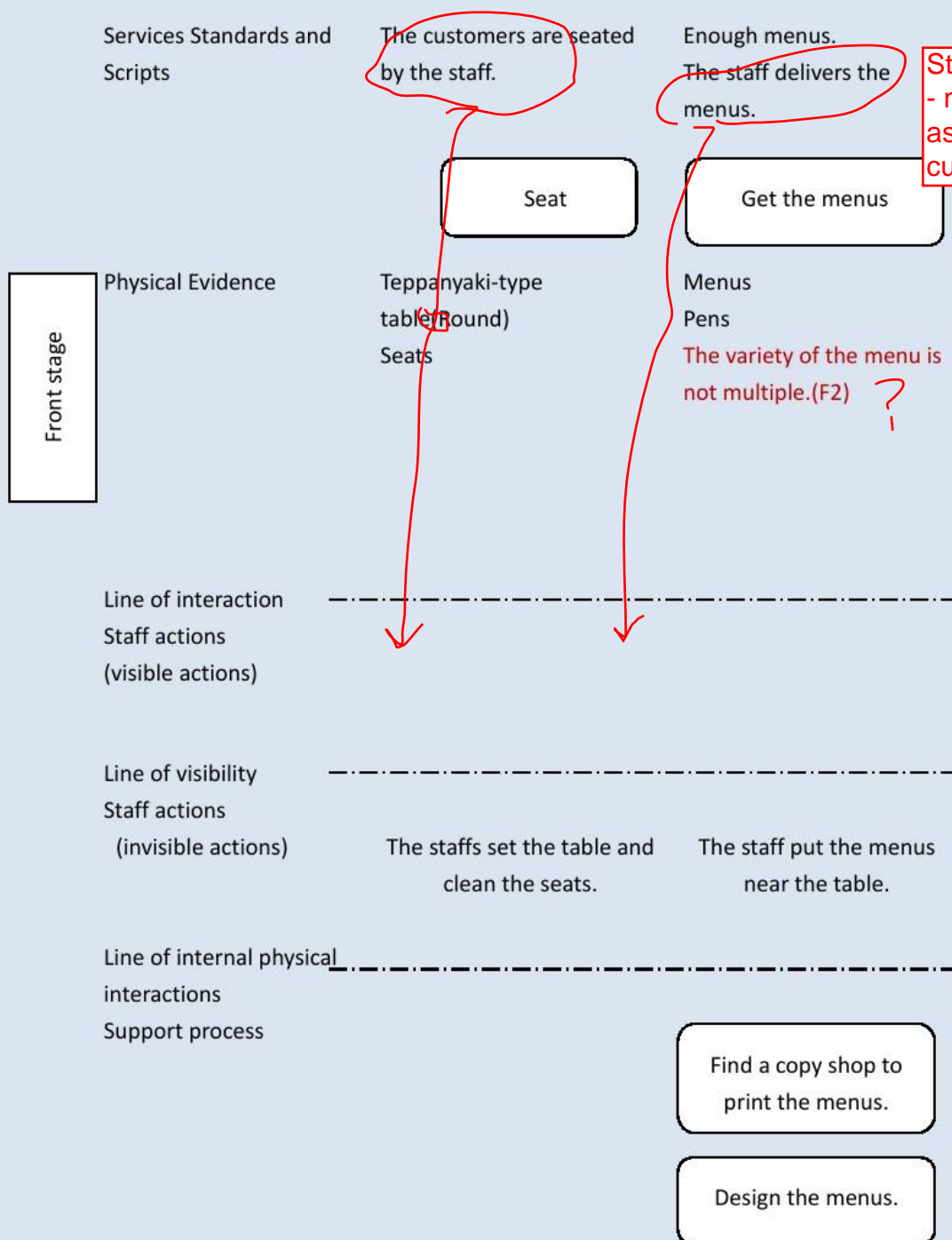
Good

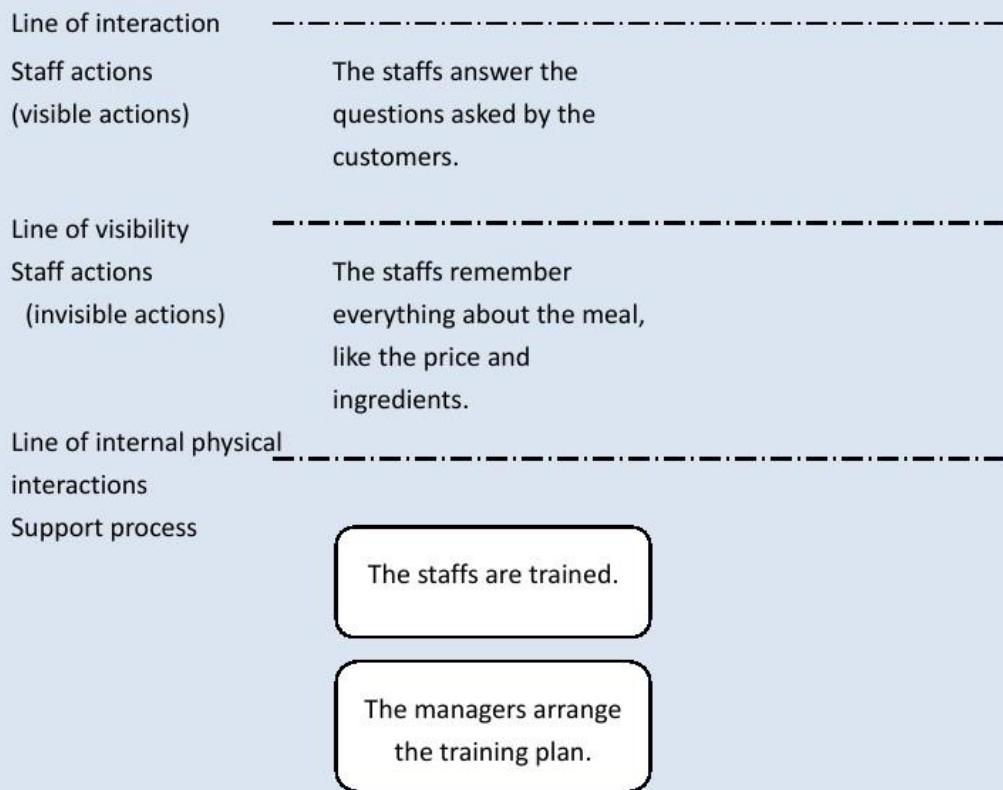
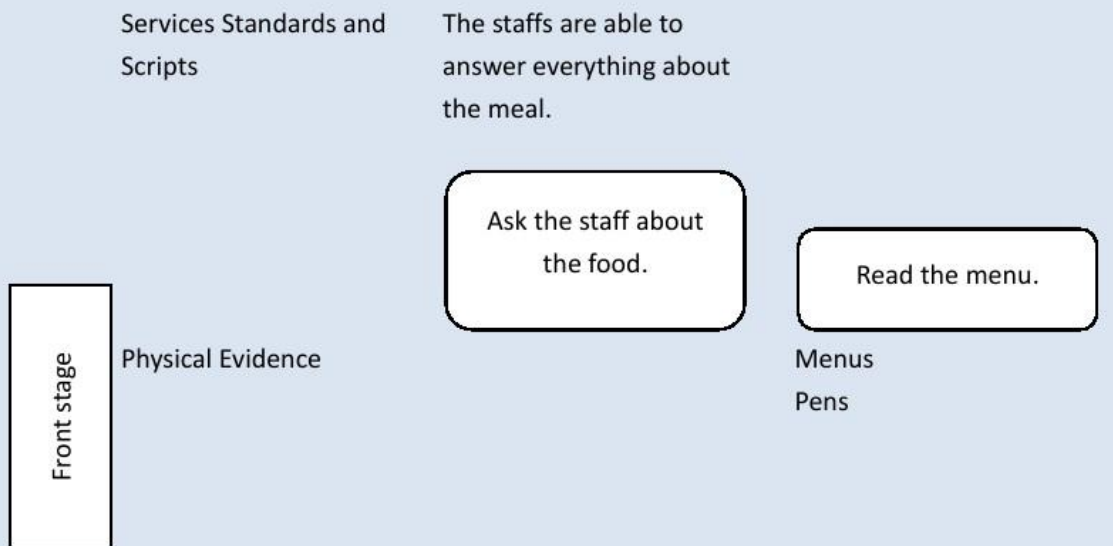
Step 1. Read the midterm and the final Project introduction	<ul style="list-style-type: none"> ● We read the midterm again and read the final project.
Step 2. Discuss the project.	<ul style="list-style-type: none"> ● After we read the introduction, we started to think about the final project, and discuss how to do it.
Step 3. Have a meal in Da-Pu Teppanyaki.	<ul style="list-style-type: none"> ● First of all, we acted as mystery shoppers in Da-Pu Teppanyaki, and analyzed the process of the service there.
Step 4. Design the service blueprint.	<ul style="list-style-type: none"> ● After having a meal in the Da-Pu Teppanyaki, we started to make a service blueprint. We put us into the manager's shoe and consider every possible problem that may happen in during the service.
Step 5. Discuss again.	<ul style="list-style-type: none"> ● We made a blueprint and check if anything was doing wrong.
Step 6. Conclusion.	<ul style="list-style-type: none"> ● We combined the information we've collected in the midterm project and finally we made some suggestions for Da-Pu Teppanyaki.
Step 7. Write down what we collected And prepare the presentation.	<ul style="list-style-type: none"> ● We started to write down the data we've done, and tried to do a presentation independently and then do it again and again. ● Upload the PDF to the Dr James's official website.

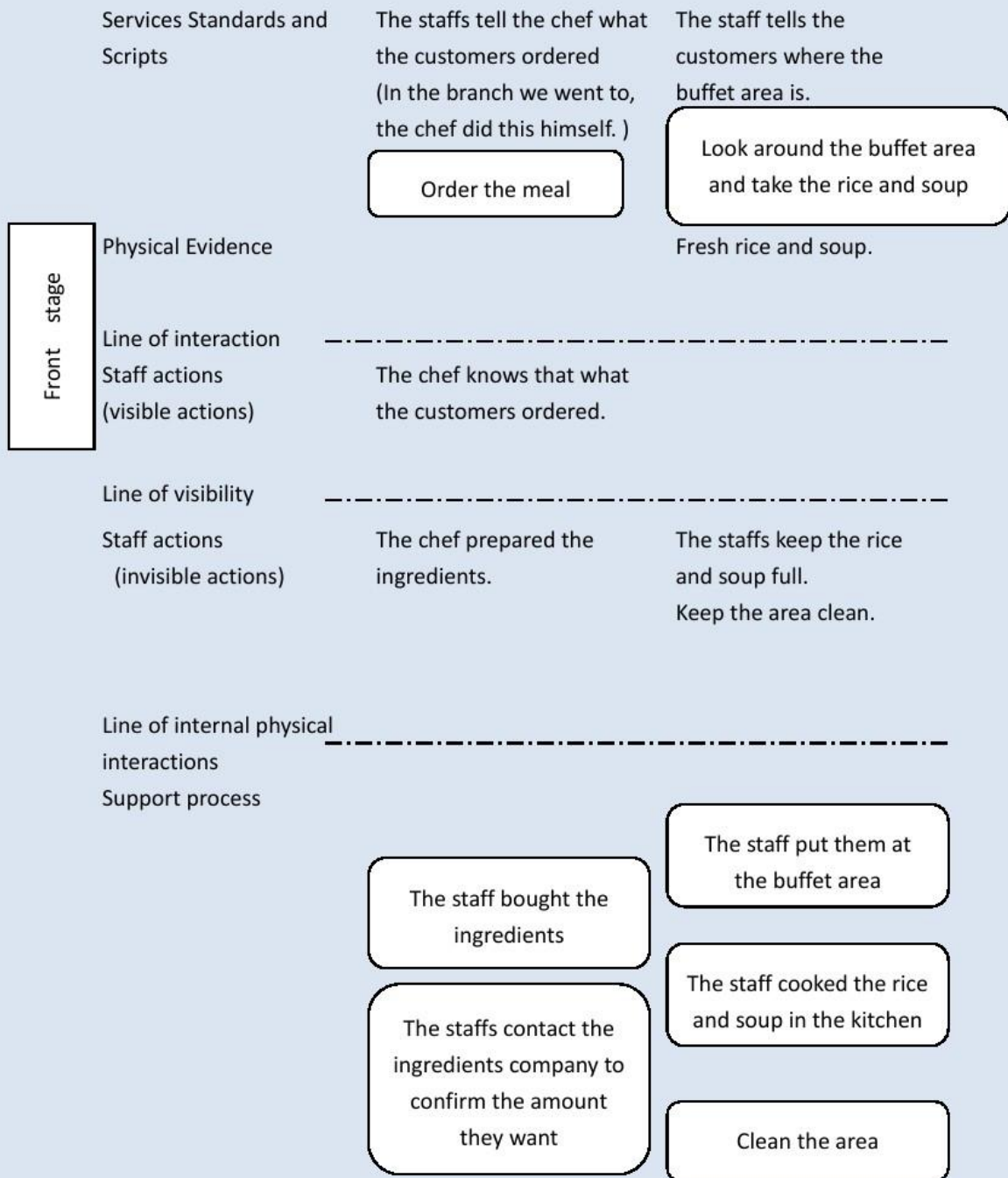
4.0 Findings

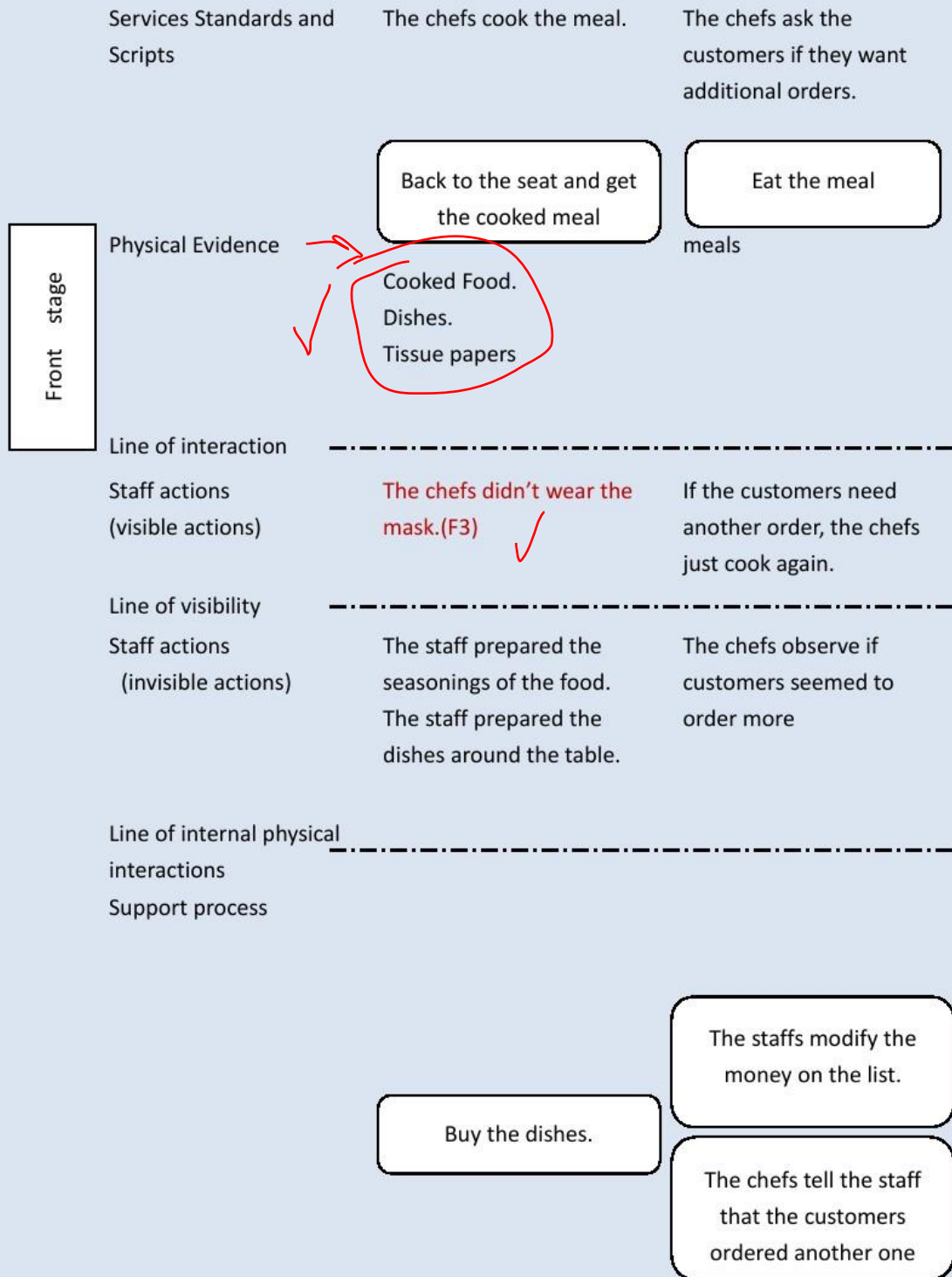
SERVICE BLUE PRINT OF DA-PU TEPPANYAKI

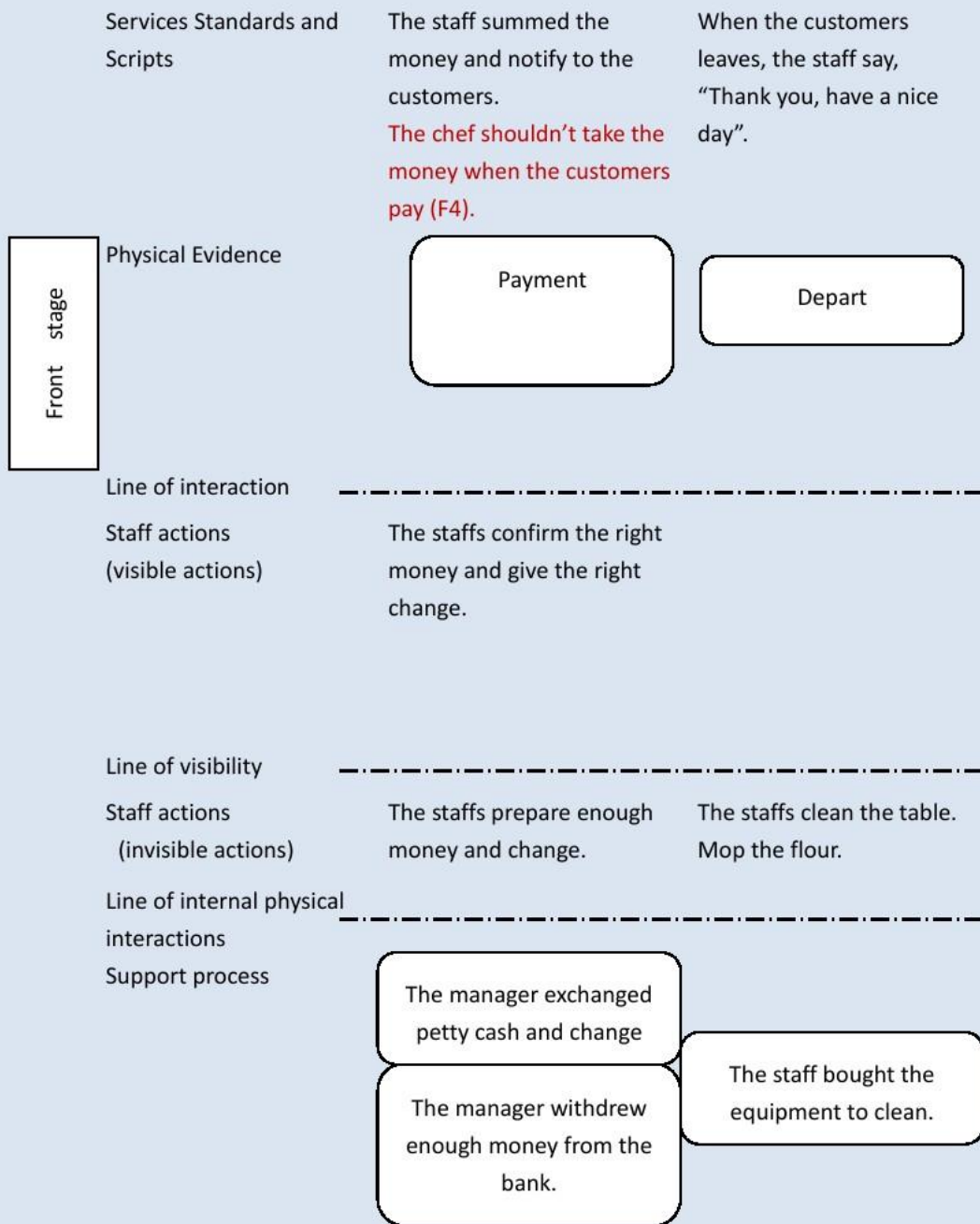












(F-number) means the fail point of the service we've analyzed.)



	FAIL POINT	SUGGESTION
F1	Staff didn't guide the customers where to park the cars.	The parking lots outside are not arranged properly. When the staffs see customers outside, the staff should come outside to help the customers to park the car.
F2	The variety of the menu should be improved	The customers only can choose one limited meal; they don't provide mixed meal, just like pork and chicken. Some customers may like choose more than one major meal. So they can apply new variety of the menu.
F3	The chefs didn't wear the mask.	The sanitation of the chef should be strongly improved. The sanitation of a chef will affect the feeling of the restaurant directly. So the chef in the restaurant should wear a mask to show their good sanitation
F4	The chef shouldn't take the money when the customers pay.	The chef's major responsibility is to cook. He shouldn't touch the money. The staff (not the chef) should take the job of the payment.

Script change

Standard

Standard/ script

5.0 Conclusion

As a corporation, to strengthen their core value is the most important.

Furthermore, the companies can improve their supplementary services that surround the core value to elevate their competitive advantage. The core value of Da-Pu is cheap and delicious. However, we can find that the customers are dissatisfied their food in the midterm report. Today, we use blueprint to give them more important suggestions.

To improve the supplementary services that surround the core value can increase the desire that the customer come to Da-Pu. In order to make the customer enjoy the cheap and delicious food conveniently, we suggest Da-Pu arrange the good separation between core and service bundle that guides the customers when they can't find the parking lots.

Many customers have no idea in ordering the meal. There are also many kinds of foods in Da-Pu .It is more convenient for them to make a choice if we design several of meals for them to choose, so that they may come to our restaurant next time.

Except for the supplementary services that surround the core value. From the service blueprint we can find some flaws about the core service are overlooked.

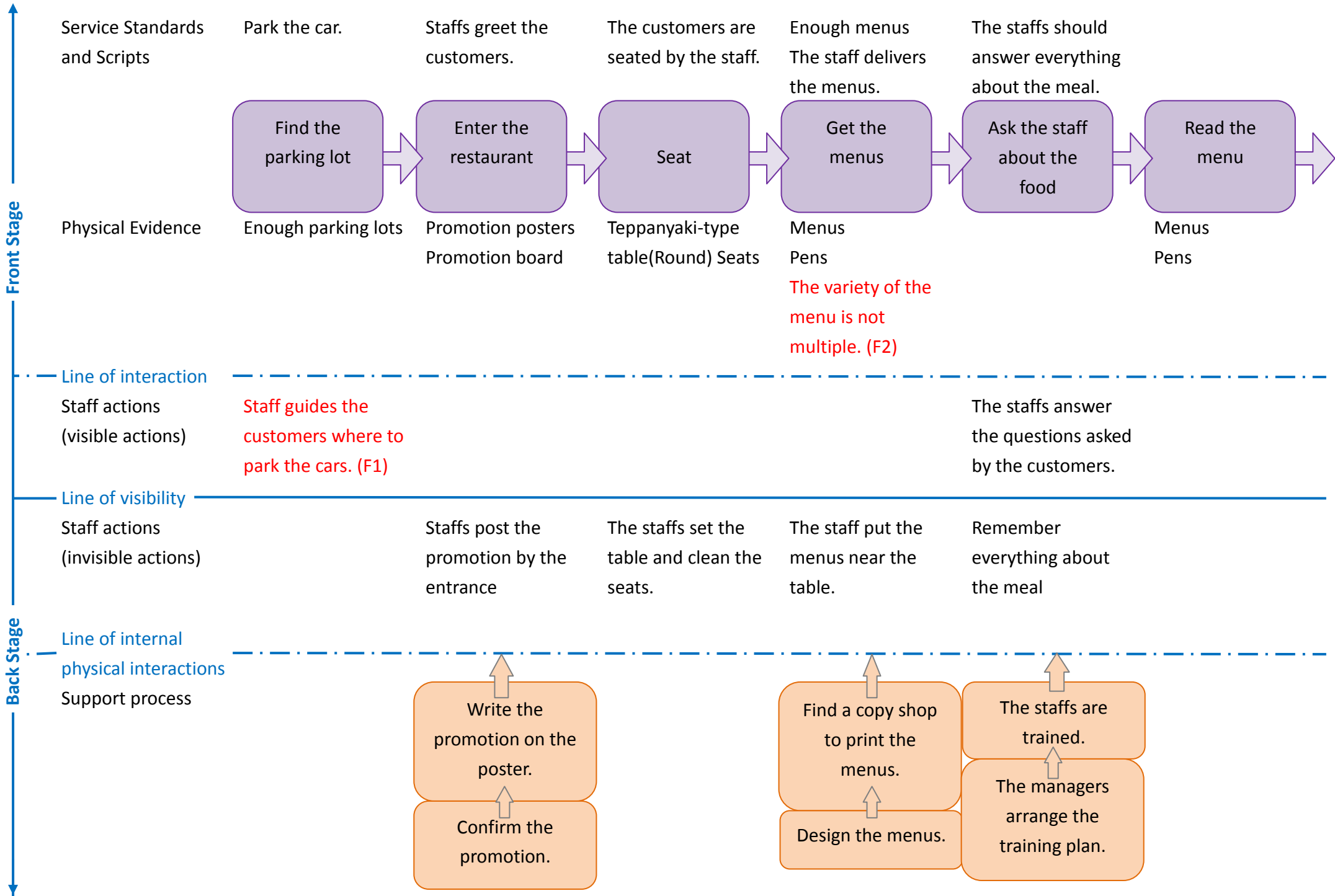
Although these flaws will not have a direct impact on service, it may make customer feel uncomfortable. Just like the chefs didn't wear the masks when they were cooking and they also received money by their hand. It will make customer feel unclean. In the service process, a little flaw may make the customers feel unhappy. It is hard to create the customer loyalty if they feel unhappy, so we suggest Da-Pu notify any details in their service process.

After the midterm report and the blueprint we can find the core value of Da-Pu –delicious and cheap, ~~was not really~~ achieve. It's the most important thing they should strengthen. Further, we suggest them keep an eye on every detail in their service to make their service more sophisticated. Improving supplementary services that surround the core value, like to design the meals and to guide the park lots will make customer convenient.

6.0 Reference

Zeithaml, Bitner and Gremler, *Services Marketing*, McGraw-Hill, 2008

Font size



Front Stage

Service Standards and Scripts

The staffs tell the chef what the customers ordered

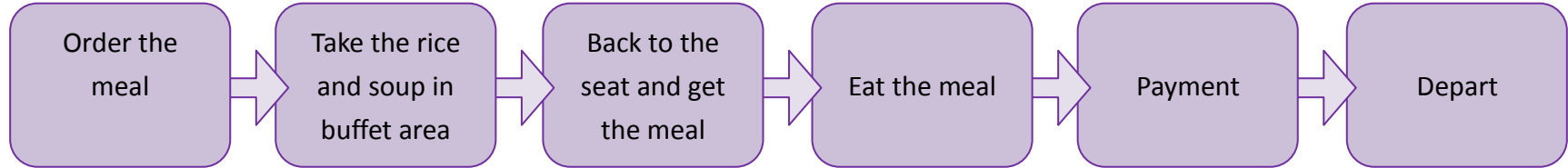
The staff tells the customers where the buffet area is.

The chefs cook the meal.

The chefs ask the customers if they want additional orders.

The staff summed the money.
The chef shouldn't take the money.(F4)

The staffs say, "Thank you, have a nice day" When the customers leaves.



Physical Evidence

Fresh rice and soup

Cooked food
Dishes
Tissue papers

meals

Line of interaction

Staff actions (visible actions)

The chef knows that what the customers ordered.

The chefs didn't wear the mask. (F3)

The chefs just cook again if customers need another order.

Line of visibility

Staff actions (invisible actions)

The chef prepared the ingredients.

The staffs keep the rice and soup full.
Keep the area clean.

prepare the seasonings
prepare the dishes around the table

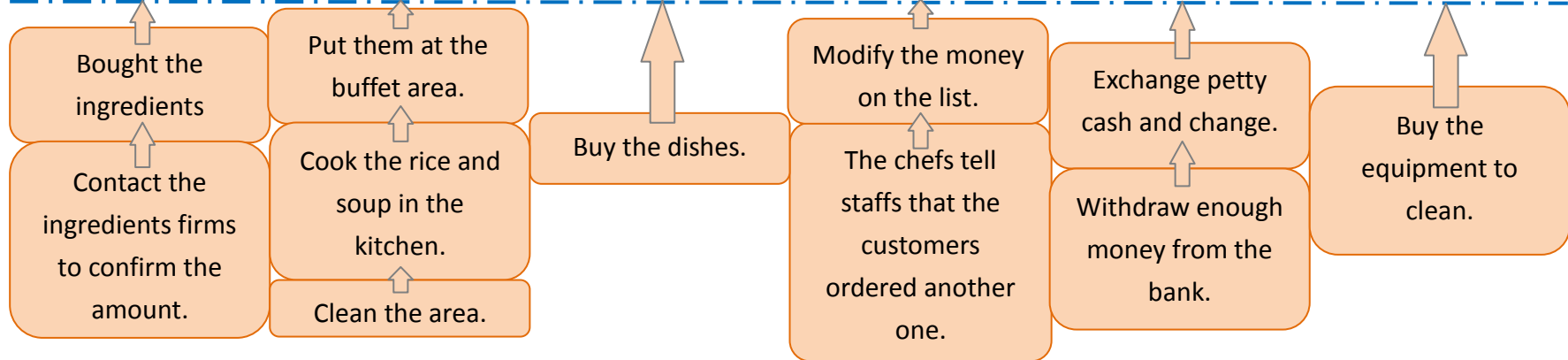
The chefs observe if customers seems to order more.

The staffs clean the table.
Mop the floor.

Back Stage

Line of internal physical interactions

Support process



FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:	TYPHOON EYE		
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>Nice, flow, speed is good. Go a little slower for the aims – an important part.</p> <p>Slides are clear – easy to follow – good job.</p> <p>For suggestions –you can give suggestions at the same time – this will make it a little easier to follow.</p> <p>Reduce the words on some of your later slides.</p> <p>You can use the notes section in PPT</p> <p>Hung Chi – good job to use the screen on the table. Print elegant notes – or just use the PPT notes on the screen.</p> <p>NOTE the order in the recommendations</p> <p>Report</p> <p>Good job. You have made good use of the material online (from my web) and by reading the instructions carefully. Good.</p> <p>A few points:</p> <ul style="list-style-type: none"> - Take care to keep the presentation consistent – e.g., font sizes - Do not forget to use the theory we have talked about in class e.g., for standards, scripts etc. - There may be a little confusion about scripts and standards? See my comment in the report. Scripts are the customer/employees steps. Standards are the quality or level that the script is performed to. <p>Good job. This analyses and provides clear suggestions to this restaurant for improvement.</p> <p>91%</p>			

FEEDBACK ON YOUR PRESENTATION

Grade: 0%