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UNDERSTANDING NEEDS AND EXPECTATIONS OF CUSTOMERS IN SERVICE SECTOR THROUGH SYSTEMS APPROACH

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Abstract
The service sector is vibrant today which needs efficient marketing. Though marketers are designing customized strategies, still achieving success and viability is difficult in service sector. The service always requires to be tailored made, convincingly priced, delivered via convenient channels, and actively promoted to clients. The quality and value of diffferent services they deliver not always pleasing the customers. Generally customers will complain about late deliveries, behavior of staff, painful hours of service, evil results, and needlessly complex processes. Service providers from another hand, often seem to have a set of issues very distinct from the consumer. Many providers complain about how hard it is to create value, how hard it is to find competent and motivated staff, or how hard it would be to satisfy clients. A service system is an operational system that provides consumers through effective services and, in turn, makes accomplishments effective. Nearly every system of an organization is a service system. A number of service-related ideas can be expressed in the service system framework, starting with the service definition until the service is delivered.

Keywords-Services, Consumer, Needs, Consumer satisfaction, system, Value, Service recovery.

Introduction

Today's vibrant service environment puts a premium on efficient marketing. While running an effective procedure is still very crucial, it no longer ensures success. The service requires be tailoring to client requirements, realistically pricing, distributing via convenient channels, and actively promoting to clients.

Instead of attempting to be all things for all individuals, new market entrants position their products to appeal to particular market sections through their pricing, communication attempts, and service distribution. But are the marketing abilities created in manufacturing businesses transferable directly to service organisations?The answer is designing and delivering of service as a system.

Objectives of the study

This study is a conceptual study with the following objectives

1. To understand the over view of service as a system
2. To explore the elements f service system
3. To analyze the role of service providers and customers in designing a service system.

Service system

A service system is a system of job that generates consumer services. The service system reflects a number of service-related concepts, beginning with the work system definition, which is why clients are at the top of the structure. The framework also allows respondents to be clients, which is essential for many service systems. Going beyond these original service-related concepts requires generic operations and duties of service suppliers and service clients to be incorporated.

Elements of Service system

The service as a system augments three element framework by introducing activities and responsibilities associated with services. Every element has its own significance in service sector. The broad elements of the service system are

- Work System,
- Value Chain,
- Life Cycle

Work system
A work system include those activities right from identifying the need of any consumer in buying a service to till the delivery of the product.

Value chain
Value chain identifies different points that are important for the marketer while delivering the service as well as for the consumer in perceiving the service. Value chain includes all those activities which are interlinked to one another in delivering value to the service consumer. Value chain also includes the people who deliver the service and their responsibilities in delivering the value.

Life cycle
Life cycle is an important element in which right from designing the service till delivery of the service, consumer must be in the loop. In customer life cycle management, always a service marketer concerns with getting a potential consumer's attention, teaching them what a their firm is offering, turning him into a valubleconsumer and then keeping him as a loyal consumer whose satisfaction with the service makes other consumers to join the cycle. The customer retention truly is a cycle and the goal of effective marketer is to get the consumer to move through the cycle again and again,

How service system will be operated?
The service system is built on an assumption that value from services is co-created by service providers and service consumers.

Role of service provider in designing a service system

- Getting the consumers know about the service
- Negotiate with the service consumer
- Making a set up to deliver the service
- Receiving and handling the service request from consumer
- Fulfilling the consumer request
- Follow up

In this stage, a service provider will communicate a service to the consumer through advertisements and other promotional activities. Generally through feedback from one consumer, another prospect will get the information. Once, provider reaches the consumer, he starts bargaining about the service, about its price, place of delivery and time of delivery. After a consensus arrived, the service provides makes his own set up, people and processes for delivering the service. Once, he receives service request, he will execute the process of service delivery through right people with in right service scape.

While delivering the service, every point which is important to the consumer must be kept in mind. Consumer value hierarchy must be considered in fulfilling his request. Any deviations in service delivery must be rectified through follow up actions. During the process of consumer life cycle management, focusing on value at each stage of service is important in service delivery. Getting the consumer ready for service recovery if there is any deviation found due in follow up has greater concern in designing service as a system.

Role of consumer in service system
There is an increasing role to be played by the consumer in the process of service delivery. A service can be delivered only if both marketer and consumer shake their hands.

Different activities to be performed by the consumer in service system are

- Having aware of need
- Responding to marketer
- Preparation of mind set
- Participating in service delivery and consumption
- Perceiving the service and giving feed back
- Service recovery
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While a consumer must fully aware of what's his need is and he must be capability of communicating his need is to service provider. In the process of responding to provider's stimulus, a consumer will make up his mind whether to go with that service provider or not. While a service marketer thinks about life cycle management, a consumer will think about enduring long lasting relationship with the marketer. A consumer will rendering himself to marketer to receive the service by acknowledging his needs and requirements properly. Service will be delivered as a co creation by both service provider and consumer. A consumer will perceive the service and provides his feedback against his requirements to the marketers. If the perceived service is beyond the expectations, consumer will get delighted. If any deviation is identified, he will clam for the service recovery.

Understandings and recommendations

The success of any service organization depends upon what kind of service system it adopts in the organization. The key element of service system is service delivery with the value which is the role of front line employees. In designing s service system, a service culture is required for the organization which emphasizes on always delivering value in terms of quality to the customers. The way how employees are managed and engaged to deliver this key value is also a differentiator. The extent to which the service system understands, negotiates, prepares and delivers the service will decide the strategic operation of the company in pursuing a customer. Getting a customer responding to the service and making him a part of the service delivery is also vital in today's competitive environment.

Conclusion

Consumers may experience the service while it is produced and may experience value later. Service as a system, represented by the participation of both service provider and consumer which includes the consumer's experience of attaining value from the service and the provider's experience of attaining value in return to consumer's value. The framework of system of service is a useful lens for conveying value in service sector. Just as a work system framework helps a user to focus attention on the generic elements of a work system, the service system framework helps in focusing attention on generic elements of services such as value, delivery and satisfaction..

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