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24. Customers as
Partial Employees!
Customers can

influence productivity
and quality of service
processes and
outputs! Customers
not only bring
expectations and
needs but also need
to have relevant
service production
competencies!

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Improving Reliability
of Processes by
Failure Proofing
Analysis of reasons
for failure often
reveals opportunities
for failure proofing to
reduce/eliminate
future risk of errors
Need fail-safe

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Methods for both employees and customers Errors include: o o

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the organization's....

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architecture of service

from the firm's

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processes that have

to be designed and

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Chapter 8, “Designing
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has a new section on
emotionprints and
covers service
blueprinting in more
depth. Chapter 11,

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“Managing People for Service Advantage”, has new sections on a service-oriented culture and how to build a climate for service, a section on effective leadership in service organizations and leadership styles. Part of this content was previously covered in Chapter 15.

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Productivity and

Quality

Productivity

and quality must work

hand in hand

>Improving

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productivity key to
reducing costs Improving
and maintaining
quality essential for
building customer
satisfaction and
loyalty Ideally, strategies
should be sought to
improve both
productivity and
quality simultaneously
—technology often the

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key
Technology-based
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