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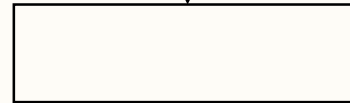
# ***UNDERSTANDING CUSTOMER REQUIREMENTS***

# 2 Provider Gap 1

**CUSTOMER**

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**Expected Service**



**COMPANY**

**Listening Gap**

**Company Perceptions of Consumer Expectations**

### 3 Reasons for Conducting a Customer Service Research

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- To determine the customer's requirements or expectations for service to be offered.
- To monitor service performance.
- To assess company performance compared with that of the competition.
- To evaluate the gaps between customer expectations and perceptions.
- To identify unhappy customers with a view to resolve issues.

# 4 Reasons for Conducting a Customer Service Research

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- To measure effectiveness of changes in service delivery.
- To appraise the service performance of individuals and teams for recognition and/or rewards.
- To determine customer expectations for a new service.
- To monitor changing customer expectations in the industry.
- To forecast future expectations of customers.

# 5 Features of an Effective Service Research Program

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- Includes statistical validity when necessary
- Measures priorities or importance of attributes
- Occurs with appropriate frequency
- Includes measures of loyalty, behavioral intentions, or actual behavior

# 6 Features of an Effective Service Research Program

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- Includes both qualitative and quantitative research
- Includes both expectations and perceptions of customers
- Balances the cost of the research and the value of the information

# 7 Stages in the Research Process

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- Stage 1 : Define Problem
- Stage 2 : Develop Measurement Strategy
- Stage 3 : Implement Research Program
- Stage 4 : Collect and Tabulate Data
- Stage 5 : Interpret and Analyze Findings
- Stage 6 : Report Findings

# 8 Services Research

## Research Objective

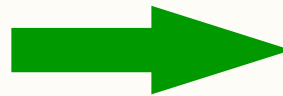
Identify dissatisfied customers to attempt recovery; identify most common categories of service failure for remedial action

Assess company's service performance compared to competitors; identify service-improvement priorities; track service improvement over time

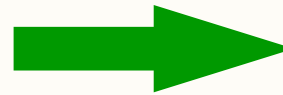
Obtain customer feedback while service experience is fresh; act on feedback quickly if negative patterns develop

Use as input for quantitative surveys; provide a forum for customers to suggest service-improvement ideas

## Type of Research



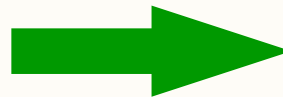
Customer Complaint Solicitation



“Relationship” Surveys



Post-Transaction Surveys



Customer Focus Groups

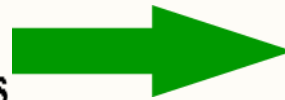


# 9 Services Research

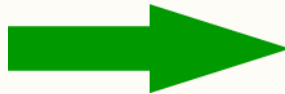
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## Research Objective

Measure individual employee service behaviors for use in coaching, training, performance evaluation, recognition and rewards; identify systemic strengths and weaknesses in service



Measure internal service quality; identify employee-perceived obstacles to improve service; track employee morale and attitudes



Determine the reasons why customers defect



Forecast future expectations of customers; develop and test new service ideas



## Type of Research

**“Mystery Shopping” of Service Providers**

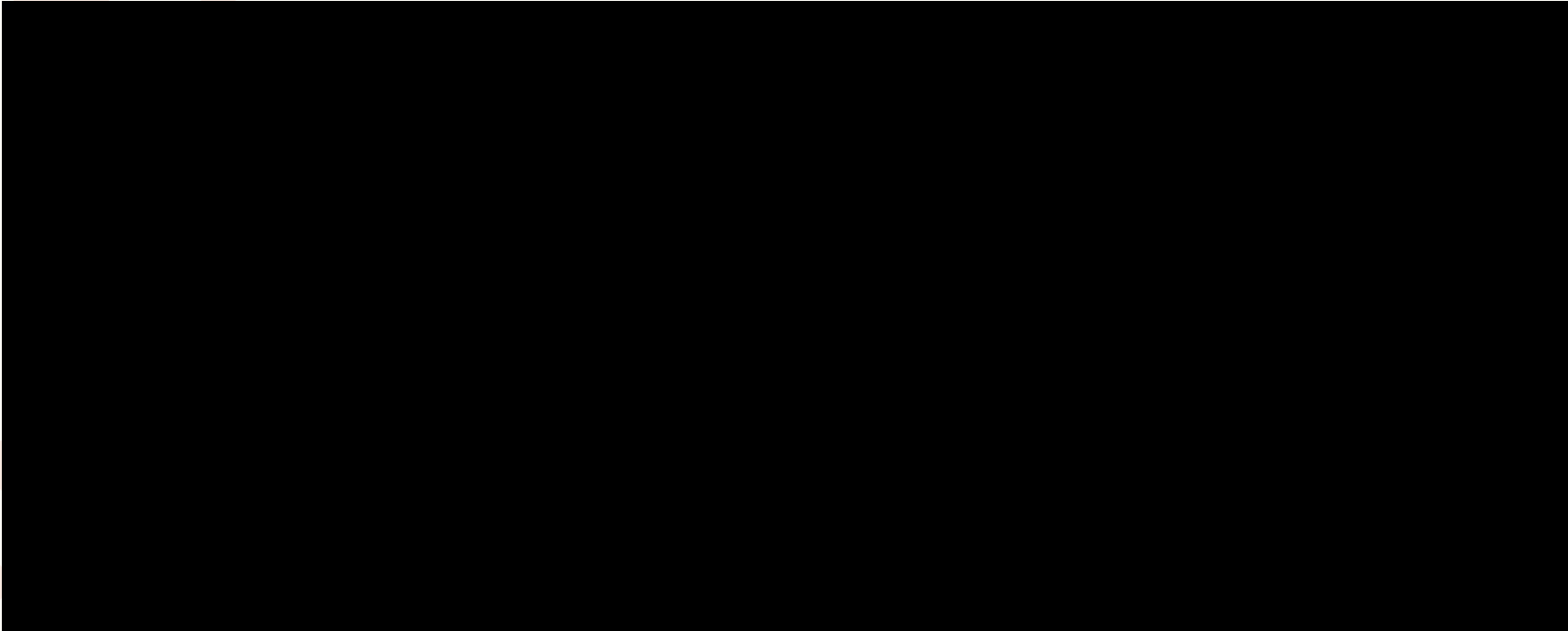
**Employee Surveys**

**Lost Customer Research**

**Future Expectations Research**

# 10 Let's Watch

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Youtube, 2012

# 11 Primary Research

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Types:

Qualitative – measures reactions, feelings or responses towards a given subject

Quantitative – classify responses to construct a statistical model in order to explain the researcher's observation

# 12 Interview Method

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Individual  
Group  
Survey  
observation

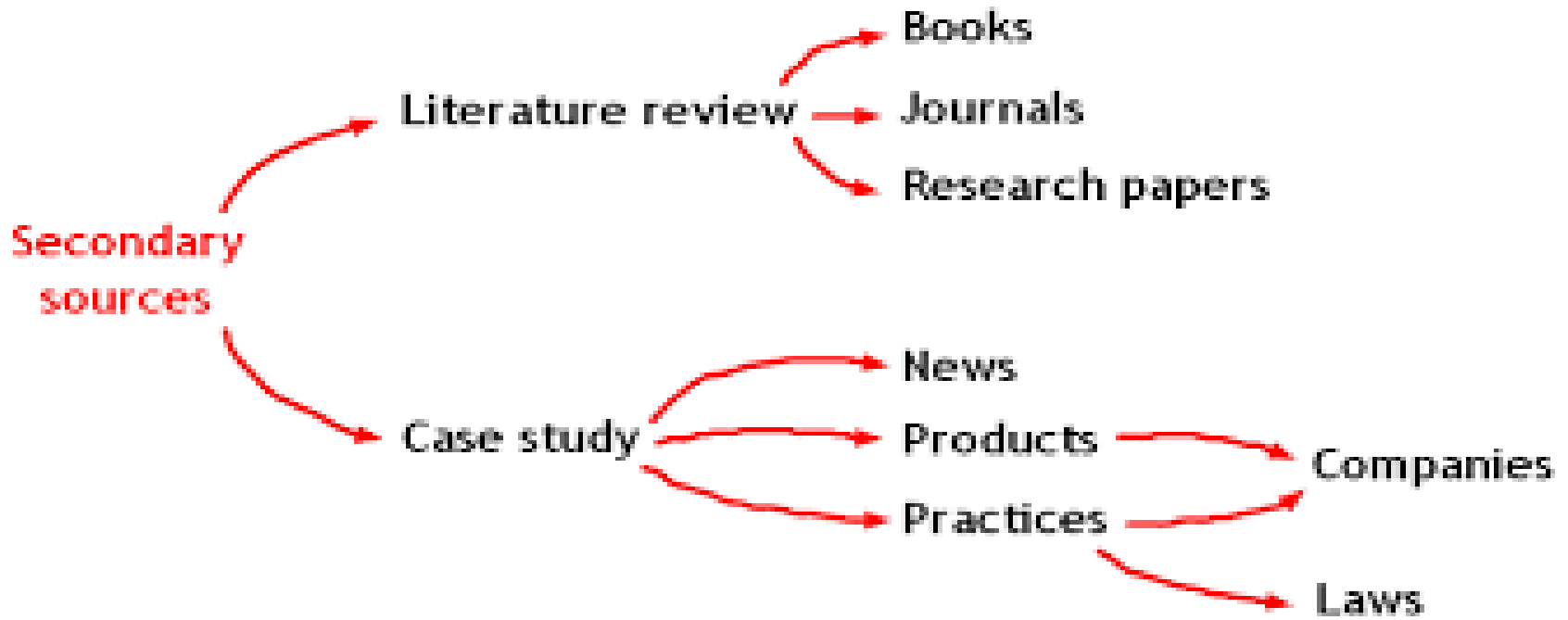
# 13 Methods of Contacting Customers

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Mail  
Telephone  
Personal  
Email

# 14 Secondary Research

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(Google.com.jm, n.d.)

# 15 Secondary Research

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- Internal
  - Sales records
  - Yield data
  - Financial information
  - Client databases

# 16 Secondary Research

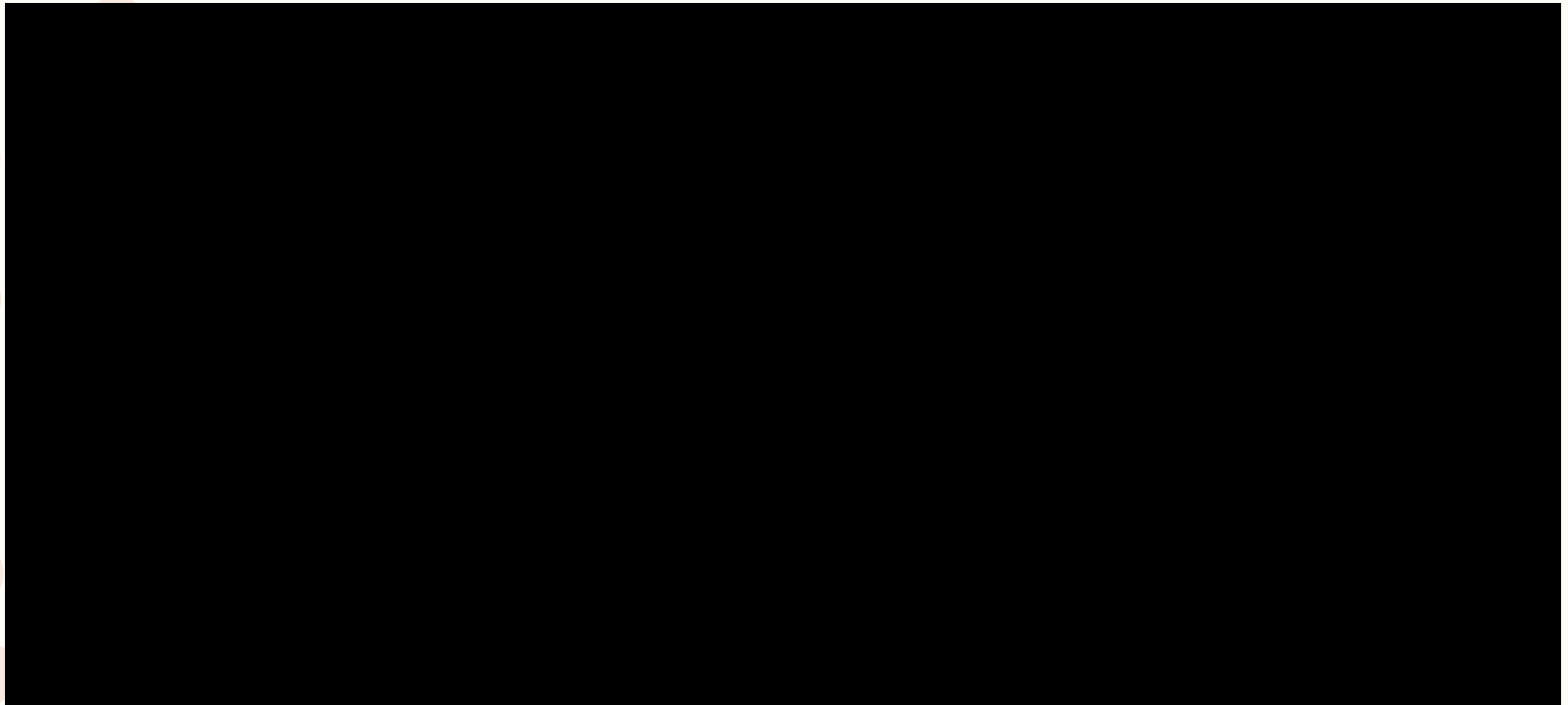
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- External Research
  - Government publications
  - Trade journals
  - Periodicals
  - Professional associations
  - National organizations
  - Commercial data



# 17 Hospitality Customer Service Strategy

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Youtube, 2016

# 18 Customer Service Strategy

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Customer service strategy involves a blueprint to be used to secure and retain customers. A customer service strategy is essential if a business wants to gain a competitive edge in the marketplace by building a large and loyal customer base (Estep, 2013).

# 19 Customer Service Strategies

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- Customer Service Strategies focuses on the following:
  - New and existing customers
  - Different customer interfaces
  - Training requirements for staff at different levels
  - Links to organizational business model

# 20 Developing Customer Service Strategies

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- Define the customer experience and maintain consistency
- Base the experience on individual customer needs
- Create experiences with ‘real people’ not ‘brands’ or ‘companies’
- Leverage technology to enhance the customer experience, not create it (Beard, 2013)

# 21 Customer Service Strategies

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- Hire the right people (Lotich, 2014)
- Make employees an integral part of the strategy through empowerment
- Respond efficiently to customer complaints
- Seek feedback from customers
- Promote the strategy (Cooper, 2016)

# 22 Reference

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