

The flower of service applied essay

[Art & Culture](#), [Music](#)



Hopper identifies itself in different ways. It is a bar and lounge which provides as core business food and beverages. The slogan of Hopper is; One bar, five different faces. With this slogan they try to segment different groups but a very wide range of people. One bar for relaxing after the show. Relaxing and having a talk after a show in “ de Lawei”. The theater guests are always welcome to Hopper to have another drink or small bite to eat after the show. One bar for lunch and dinner. Mondays through Sunday they serve lunch between 12: 00 o’clock and 14: 00 o’clock. It is also possible to simply stop by to get a cup of coffee or tea or meet with friends. If guests would like to dine, this is possible from Thursday until Sunday, between the hours of 17: 00 o’clock and 21: 00 the kitchen will be open. If guests having dinner would like to visit a show in “ de Lawei” this will be arranged with the kitchen, to finish dinner in time to see the show. One bar for a drink.

Thursday until Saturdays, Hopper is also open for guests looking to have a drink with friends, or family. This does not have to be in combination with a show. One bar for theatrical explosions. Every Sunday afternoon Hopper provides live music played by small local bands. There is free entrance for everybody. There are also sometimes activities or bands on Friday or Saturday afternoon.

These are published every time on their website. One bar for the family. On Sunday afternoon while the parents are listening to the live music in Hopper, there is also something arranged for the children. Just outside the door, in sight of the parents, Hopper arranged a small play corner for the little children. Here they can play without leaving the sight of their parents.

Describe the service marketing concept. The flower of service consists of four facilitation services. These are services that are either required for service delivery or aid in the use of the core product.

These four services are; information, order-taking, billing and payment. The other four services are listed as enhancing services. Enhancing supplementary services add extra value for customers. These services are; consultation, hospitality, safekeeping and exceptions. (Christopher H. Lovelock 2007)Information Customers often require information about how to obtain and use a product or service.

They may also need reminders and documentation. Information like for example: service hours, prices, instructions on using services, confirmation and changes of reservation and receipts & tickets. (Christopher H. Lovelock 2007) At cafe Hopper guests receive information through the magazine about theater and a combination of theater and dinner. This magazine is published every year around September or October and has all the information for the coming year.

The guests can also call the reservation department or the reception if they have questions. Also on their website is information about live music. Order taking Many goods and services must be ordered or reserved in advance. Customers need to know what is available and may want to secure commitment to delivery. Order entry could for example be; On-site order fulfillment in a restaurant, telephone order placement at a take away restaurant or e-mail or web order placement for hotel reservations. (Christopher H. Lovelock 2007)At Hopper the guests can simply walk in

when they have decided to get a drink or have lunch or dinner there.

Ordering is from the menu, given to the guest.

Billing and Payment Customers deserve clear, accurate and complete bills and statements. Here could be thought of periodic statements of account activity, Invoices for individual transactions, self-billing. A good example is the express check-out options.

Customers may pay faster and more cheerfully if you make transactions simple and convenient for them. (Christopher H. Lovelock 2007)This part is very simple arranged at Hopper. Bills will be send directly after purchasing and can be paid via credit card, pin or cash. If guests have a combination of dinner and a show at “ de Lawei”, the dinner will be paid seperately at Hopper and the tickets will be purchased at the reception of “ de Lawei”, on the internet or via the magazine. Consultation, Hospitality, Safekeeping and Exceptions Consultation: Value can be added to goods and services by offering advice and consultation that are tailored to each customer’s needs and situation.

For example: Customised advice (haircut), Personal counseling (health, WW).

Hospitality : Customers who invest time and effort in visiting a business and using its services deserve to be treated as welcome guests Safekeeping:

Guests prefer not to worry about looking after the personal possessions that they bring with them to a service site; they also expect firms to help care for the goods that they purchase or rent. Exceptions: Guests appreciate some flexibility in a business when they make special requests. They expect it when not everything goes according to plan.

(Christopher H. Lovelock 2007)