

Servuction framework essay



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Discussion topic 1 Discuss using the servuction framework the role of the service customer in service creation. Service encounters occur where it is necessary for consumer and producer to meet in order for the former to receive the benefits that the latter has the resources to provide Palmer (2008, p. 90) This definition includes all aspects of the service firm with which a consumer may interact, including its personnel and physical assets. Servuction concentrates on consumers' perceptions of the service encounter.

The framework, developed by Eiglier and Langeard (1987), emphasizes experiential aspects of service consumption and is based on the idea of organisations providing consumers with complex bundles of benefits.

According to the framework the elements of the service experience are divided into two parts-visible and invisible. The invisible part includes the services invisible organisation, aspects that contribute to the service production beyond the customers view.

The visible part includes the physical setting in which the service is performed, the employees who directly interact with the customer to provide the service and both customer A and customer B. The model is completed by the introduction of other customers, with whom each consumer may interact within the system. This is important because the actions of fellow consumers can contribute greatly to the overall encounter. There is often large number of contacts between the service provider and the customers which makes it difficult in identifying the servuction system.

Only consumers can define the service encounter that matters to them and essentially create their own bundle of benefits from the contributory

elements of the service offer. A strength of the servuction framework is that it is visual in nature. In a sense, it provides a snapshot of the elements that make up a service experience, making it easier to appreciate the complexities associated with designing and producing a service. Companies are increasingly using the framework of ‘customer experience’ to define what they offer their customers.

The inseparability of services means that consumers become an important part of the production process; they are active co-producers of the service. A crucial aspect of defining a successful customer experience lies in understanding individuals’ emotional states, before, during and after the service encounter. When involvement with an item or service is high, consumers can experience strong emotional reactions to a stimulus. Emotions act as a source of information, which is used to evaluate the stimulus and lead to the formation of an attitude.

Service offers can only sensibly be produced in large batches for example a play cannot be produced just for one person therefore creating an environment in which the behaviour pattern of one consumer during the service process can directly affect other consumers’ enjoyment of their service. The behaviour of fellow customers has on satisfaction/dissatisfaction with the service experience and may affect consumer purchase intentions. Parker & ward (2000).

By various methods organizations seek to strengthen the elements that add to all customers’ enjoyment. Palmer (2010, p. 51) suggests commonly used methods of managing encounters between customers * Selecting customers

on the basis of their ability to interact positively with other customers. Selection criteria can be used to try and ensure that only those customers who are likely to contribute positively to service encounters are accepted. For example age limits for certain holidays or dress standards in nightclubs. Determining rules of behaviour expected from customers. Making sure standards of expected behaviour are known and relying on customers' goodwill to act in accordance with these standards is the simplest strategy for influencing behaviour. The most positive service encounter results from intervention that is perceived to be a gentle reminder by the offender and as a valuable corrective action by other customers * Facilitating positive customer-customer interaction.

Service providers can help improve enjoyment by developing bonds between customers this is an important part of the overall benefit of the service. An example of this is introducing customers to one another or arranging social events where they can meet. Overall the servuction framework is a combination of factors that contribute to its performance. The servuction framework hi-lights the importance of the customer in the delivery of services.