

Service management: xpresso lube

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1. Xpresso Lube's service package includes providing customers with a unique, pleasant and honest experience in having their vehicles' oil changed with the comforts of a large and comfortable waiting area with amenities such as different coffee varieties, stereo system, and current reading materials, among others.
2. The service operation illustrated by Xpresso Lube possesses distinctive characteristics such as providing an honest and fast service with an appealing environment where customers can spend time while waiting. Further, the use of lifts enables customers to view what is wrong with the car. An added characteristic that differentiates them from others is the provision of transportation to and from work when customers do not want to wait.
3. The ability of Xpresso Lube to offer plus-factors to traditional oil changing service enabled it to excel above the rest. It provided more personalized and congenial relationship with customers by offering amenities that put them first and addressing their needs while waiting. Each customer's unique needs are catered to through improved services (use of lifts, offering transport, improving the atmosphere) and thus, professionalizing service. The supply for this kind of service is limited and the demand is increasing that it why success and growth potentials are vast.
4. The location of Xpresso Lube is strategic in terms of its proximity to the University of Texas where a thriving high tech business community resides. Since it is located in the main street close to other commercial establishments, customers who opt to have a change oil could see other

shops and use their time for other errands by merely walking.

5. Other additional services that Xpresso Lube could offer to “ add value” to customers’ needs are: access to telecommunication amenities (if urgent correspondences need to be relayed on official business) or a play room or entertainment room if the customer comes with their children.

6. Xpresso Lube could therefore be classified as the pioneer in providing expanded service potentials (not only change oil but could have a variety of coffee in an appealing environment) that therefore changed traditional service and was contributory to their success. The strategic location and other new service options (transportation, and the chance to see what is wrong with their vehicle through the lift) classified them as the first service provided with added values well thought of and designed to provide comfort and address various needs of the customers, not only for the change oil that they initially came for.

Reference

“ Xpresso Lube.” (Date). Chapter 2: The Nature of Services. Book Title. Publisher.