

Village volvo

Business



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Whale Volvo offers to provide quality repair service on out-of-warranty Volvo at reasonable cost. The owners encourage their clients to schedule appointments for the diagnosis and repair of specific problems, a mechanic will make a preliminary diagnosis and the service manager will give the vehicle owner an estimate of the cost and the approximate time when the repair will be completed.

The Village Volvo provide a waiting room for the drop-in clients that is equipped with a television set, enforceable chairs, coffee, a soft-drink vending machine magazines and the local newspapers. Care will be taken throughout the repair process to keep he car clean, worn out parts that have been replaced will be put in a clean box while more cumbersome replaced parts will be set aside for the client's own inspection.

After the repairs are finished, the vehicle will be subject for a short test drive and then will be parked and ready for pickup.

How are the distinctive characteristics of a service firm illustrated by Village Volvo? Customer Participation In the Service Process The clients where given the opportunity to discuss the problems they have notice together with the mechanic and after the process some parts that are replaced are set aside for the clients' own inspection. Simultaneity The service of Village Volvo which is car repair and maintenance is created when the process started and consumed at the same time, quality of the service will then be measured after smooth-running of the automobile has been experience by the clients.

Permissibility Every 7-8 am and 5-6 pm of the day that the owner-mechanic decide not to work for he customer contact will be a loss opportunity if in the

said no clients will arrive at the sad time. Intangibility On the basis of their 22 combined years of training and experience with the local Volvo dealer, they have earned a respected reputation and a following of satisfied customers.

Heterogeneity They set time for a customer contact hours because they believe that it is just important to discuss what problems exist before the work is done. As repairs are made the mechanics take notes any problems that might need attention for future and are given to the clients. All small worn-out parts that have been replaced are put in a clean box inside the car and more cumbersome parts are set aside for the client's inspection. These are all done for the clients to respect their owner of all the parts.

Characterize Village Volvo in regard to the nature of the service act, the relationship with customers, customization and Judgment, the nature of demand and supply, and the method of service delivery. Nature of service act – the village vole's nature of the service act would fall to the tangible actions directed at the customer's session classification.

The clients Is not required t be present for the whole process, they can Wait Inside the waiting room or leave their car until the process Is done.

Relationship with the customer – the Village Volvo create its relationship with with the client, they also save history files for their clients account for the convince of their clients. Customization and Judgment – the Village Volvo offers custom car repair and maintenance thus having a discussion with the clients gives them the opportunity to understand the problems experienced by the clients. Degree of customization would be high same as the extent to <https://assignbuster.com/village-volvo-essay-samples/>

which customer contact employees exercise Judgment in meeting customer needs.

Nature of demand and supply – nature of service delivery would be a discrete transaction for the clients will only need their service when some car part are needed to be replaced, and the type of relationship between service firm and its customers would be “ membership” relationship for the Village Volvo save files of each customers for history review of the transactions and that they conduct a customer contact discussion at a certain time.

How could Village Volvo manage its back office (i. . , repair operations) like a factory?

They occupy a Butler building the has four work bays in addition to an office waiting area and storage room to provide a large space for the repairs process for the cars that would be left under their care until the work is done. How can Village Volvo differentiate itself from Volvo Dealers? The Village Volvo owners have designed their operation to provide clients with a custom car care service that is unavailable at the local dealer. They provide custom car care for their clients through thorough inspection during scheduled appointments with the clients.