

Customer involvement in the service specifications by j. e. swan

[Business](#)



Customers have expectations and those expectations can only be met if they are highly involved. High involvement allows them to specify what they really want and gives both servicer and customer the weaknesses and strengths of each specification.

Discussion of Conclusion

Providers should get customers more involved. The authors conclude that satisfaction can only be achieved if the customers get what they have specified. This can only happen if providers ask the customers what they want and do it.

Problems and Strengths

The main problem of this article is its language. Consider this statement: "Customers who attribute specification selection to their decisions assume responsibility for the specifications selected." All it really says is that consumers feel responsible for the specifications they choose. Its vague wordiness defeats the purpose of publishing an article, which is to inform people. Also, the points are redundant. The authors keep restating that customers are most satisfied when they are highly involved. Then they repeat their arguments over again.

The main strength is that the article provides graphs that make it easier to grasp abstract concepts. It is also helpful in summarizing their long arguments. Presenting numerous examples of customer-provider interaction was also helpful in making their points. It shows how applicable their findings are in different service situations.

Suggested Solutions

This article can be treated as a customer-provider interaction. Customers

want to be informed but they do not want to waste time reading irrelevant or redundant data. This article can be shorted into a third of its length.

Secondly, the data presented are either hypothetical or secondary which makes them less predictive of actual cases. Authors should conduct their own studies in order to determine more definitely the most desirable level of customer involvement.

Potential Effects of Problems and Solutions

Better readability should increase comprehension and gain more audience. It would also make the point clearer. The authors' points could have been sharper if they did not use dull words.

Potential Effects of Articles Publication

Servicers should benefit the most here. It should make them realize the need to involve customers more. It should also help them restructure their interaction with clients.