

Planning and analyzing the service concept



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Planning and Analyzing the Service Concept Services are many they account for 60% to 80% of the gross domestic product and employ many people. On this study, we will look at taxi services their employees, clients and their investors in line with two models of service blueprinting and Ishikawa Diagram or Fishbone Analysis. Whereas, this paper depicts that the customer is the point of contact and evidence of the service from the customer's point of view in terms of planning and analyzing the two looking at this industry. All business requires services based on value creation of a business-to-business service which is known integration at a time of doing service. Again proper standards and value adding services brings benefits to clients in this industry. Implementation process is what creates value to customers. During planning and implementation when the "moment of truth" happens and service creation process and analyzing services results are realized leading to improved efficiency. In all the implementation of a new concept or service what is needed is to analyze the customers' business operations identifying areas of planning for their need. This explains why sustainable value cannot be achieved for only one group though it has to be created for all of them. This is to say taxi drivers in Illinois have to be properly selected, and developed for them to create value for their customers making investors receive consistently returns.

Service blue print has been applied to a broad range of services experiences (Meroni, Sangiorgi, 117). This report shows extended blueprint approach was applied to taxi services in Illinois State. People responding emotionally to taxi services used in this sector by employees providing understanding behavior and action that needed to become aligned with company standards. It is expected that expressive service blueprinting brings continue to provide a

proactive empathetic approach for exploring customer responses to improve areas for services. This model shows the process within the taxi industry which is divided into separate components using lines. Service deliver process takes the steps of customer action which they need this must be on top of the service blueprint. When a customer is requesting a taxi driver to pick him the conversation is line of visibility' that separates Onstage from Backstage actions. The mechanics who help maintain the vehicles are support process called internal line of interaction' this helps the service to be delivered. Service blueprint is physical evidence which is at the very top where customer comes into contact which is every moment of truth. This is the taxi driver and the customer most of the time. Six steps involved in building the blueprint from identification of the services process, that is to be blue printed to adding of service evidence for every customer action steps(Meroni, Sangiorgi, 213).

Before thinking about a solution if one has a series of problems it is essential to explore all the causes. This will prevent one from running round and round and solve the problem completely, first time round. Cause and effect analysis gives way of doing things. The Ishikawa diagram based technique will combine brainstorming with mind map which will push one to consider all possible causes of a problem than most obvious. This helps in quality control and looks like a skeleton of a fish. It also helps discover the cause of problems. Uncovers bottlenecks in the process identify why a process is not working. Steps of the tool first identify the problem then look and work out the key factors that are involved. Third step is to identify greatest possible causes then analyze the diagram by further investigating the likely causes.

Works Cited

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Meroni, Sangiorgi. Design for Services. Chicago: Gower Publishing, Ltd. 2011
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