

# Dr. becket's case assignment

Business



Which of the seven elements of the services marketing mix are addressed in this case? Give examples of each “ P” you identify. People An essential ingredient to any service provision is the use of appropriate staff and people. Recruiting the right staff and training them appropriately in the delivery of their service is essential if the organization wants to obtain a form of competitive advantage. Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Staff should have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for. Dr.

Beckett has ensured this by building not just employer-employee ties with her staff but also friendship bonds. She sees to it that her staffs are well taken care of so they in return will take care of her clients Process Refers to the systems used to assist the organization in delivering the service. What was the process that allowed you to obtain an efficient service delivery?

Classical music playing in the background, educational VCRs are all part of the deliver process that ensure that Dr. Beckett's service stands out from the competition. Physical Evidence Where is the service being delivered?

Physical Evidence is the element of the service mix which allows the consumer again to make judgments on the organization. Physical evidence is an essential ingredient of the service mix, consumers will make perceptions based on their sight of the service provision which will have an impact on the organizations perceptual plan of the service.

Clearly Dr. Beckett has spent time and money to ensure that the physical aspect of her service is both appealing and functional. The place is filled with soft leather seats. Live plants and flowers in a light filled room enhance the

pleasantness of the environment. Why do people dislike going to the dentist? Do you feel Dr.

Becket has addressed this problem effectively? Most people feel that it is an inconvenience and come in with a negative attitude. Going to the dentist is like going to get your flu shot, it's painful. Most people, me included, dislike the sight of sharp objects, especially so close to ones face. Dr Beckett has done her best to address the situation however I feel she can also try to put patients under anesthesia, patients who have had a negative experience will most likely prefer to sleep through the entire process. Dr. Becket has also ensured that her service personnel are happy and well compensated for their efforts.

This would ensure that customers have an overall pleasant trip to the premises, what point does it serves for a customer to enjoy the doctor's service but refuse to return because front desk staff was meant to her. As a result, employees actively partake in offering suggestion on how to improve patient care. I like the " thank-you" card for referrals idea, and of cause children will love the " goodie-box" concept. How do Dr. Becket and her staff educate patients about the service they are receiving? What else could they do? The staff and the good doctor have placed various educational paraphernalia around the premises so that their customers can easily find out information about all the services offered.

These come in the form of magazine, TV shows and a VCR that could be used to educate patients about procedures. Literature was also available to explain what patients needed to do to maximize the benefits of their

treatment outcomes. I feel that the office should at least place brochures on the service counter that specifically state the quality services that the office offers. What supplementary services are offered? How do they enhance service delivery? The office also offers their customers with a conference room with toys for kids, I feel like this is a very important function, as it free parents from manually having to wrestle with kids in the waiting room. Plus I imagine it must put their kid's minds at ease. Dr.

Becket's office also provides customers with headphones with a wide selection of music to choose from, this is also critical, especially for customers like me who are scare to go to the dentist. Music has a calming effect; patients with less tension make it easier for Dr. Beckett to do her job. Contrast your won dental care experiences with those offered by Dr. Becket's practice. What differences do you see? Based on your review for this case, what advice would you give (a) to your current or former dentist, and (b) to Dr.

Beckett? Dr. Becket's dental practice offers superior services than those I have experienced but then at her price point it's no surprise. I feel that dentistry in Taiwan is quite cheap compared to my country, however I see a higher incidence of bad dental care over here. More people here have bad teeth than those back home. My dentist back home does not have headphones or offer any educational videos for her clients to watch.

With that said I don't think it matters to us anyway, we want to be in and out. (a) I would suggest my former dentist to make space for kids as I believe this is a valuable service to offer. The music and headphones are really not

that important when looking at her target demographic. (b) Dr. Becket's should advertise more instead of relying on referrals or at least use pamphlets on her service counter to educate clients on the privileges they are receiving.