




SERVICE AUDIT



Instructions

- ▶ Choose a firm that is within the services industry to do your “service audit”.
- ▶ You need to visit the place and gather information to find the pros & cons of the firm.
- ▶ Your focus will be on “service design/process”
- ▶ However, basic marketing aspects needs to be covered as well.



Assemble an Overview of Your Company

- ▶ Company location, date established, sales history, number of employees, key personnel and chronology of company events like mergers, acquisitions and divestitures.
- ▶ An estimation of the current awareness level of company as well as perception of your company has among your buying influencers.



Describe Your Marketing Goals and Objectives


- ▶ They can be concepts like increase company visibility, increase audience size, differentiate from competition, increase or maintain market share, generate qualified sales leads or increase usage within existing customers. List your goals and objectives as being.
- ▶ Long-term, with few goals listed as priority order to be accomplished in the next two years.
- ▶ Short-term, with a narrowing objectives to be accomplished in the next 12 months.



Describe your TG!



Identify Key Competitors

- ▶ Describe their products/services in terms of their features, benefits, pricing, sizing and distribution methods.
 - ▶ Sales or market share history.
 - ▶ Competition's strategy for the near future.
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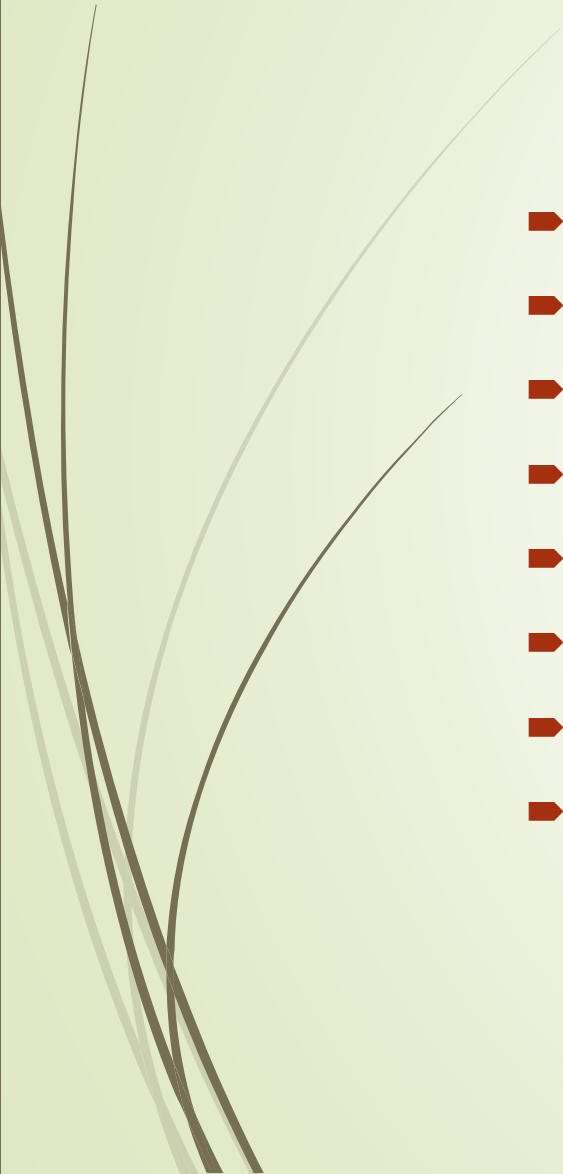


Describe Your Past Business or Marketing Encounters

- ▶ Helped grow your business as well as what has not helped grow business.
- ▶ Not been tried but might have helped.
- ▶ Your competition has been doing to grow their business.



Services Analysis Models

- GAP Model
 - Zone of tolerance
 - Servicescape
 - Blueprint
 - SERVQUAL
 - Dimensions of service environment
 - Cycle of failures/success
 - Service recovery
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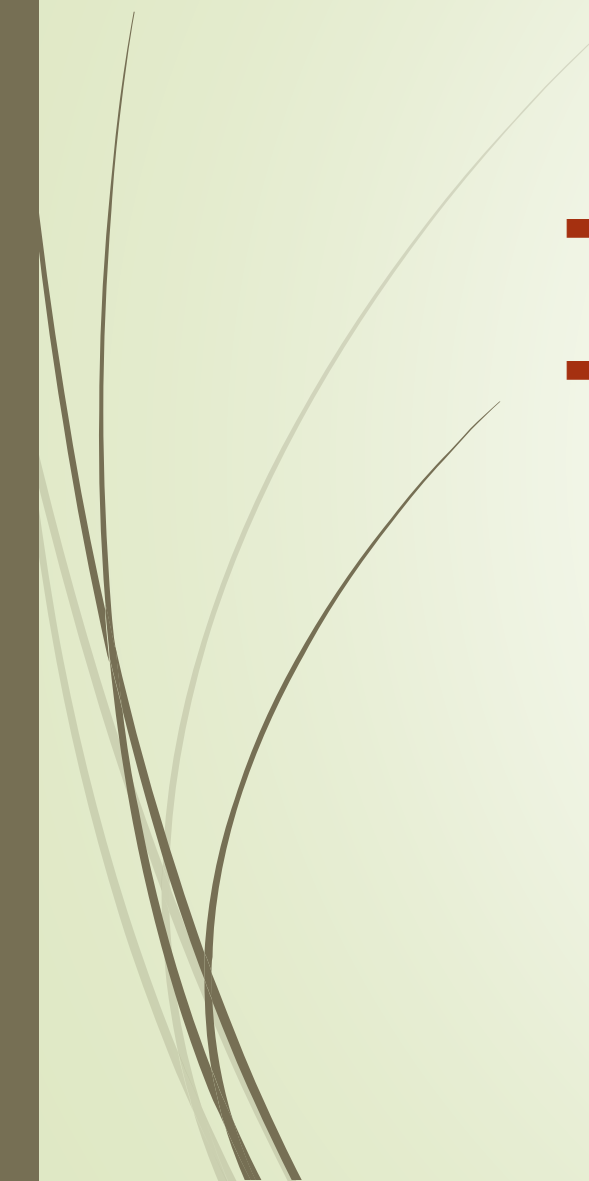


Outline a Communication Plan

- ▶ Advertising vehicles like broadcast, print, out-of-home and online advertising.
- ▶ Promotional vehicles like website, collateral, direct marketing, interactive and online marketing.
- ▶ Media relation vehicles like media contacts, public relations and articles.
- ▶ Event vehicles like trade shows, special events, seminars and webinars.
- ▶ Analytic vehicles like databases, market research and tracking systems.
- ▶ List any promotional medium considered to be the most effective to date.



RECOMMENDATION

- ▶ Based on your service audit provide your recommendations that will allow the organization to achieve its goals & objectives.
 - ▶ Focus on problems identified.
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“USE YOUR ANALYSIS &
JUDGEMENT TO STRUCTURE
YOUR OWN REPORT”





Instruction for Writing the Report

- ▶ Word Limit: **none**
- ▶ Use proper **heading and numbering**.
- ▶ Include charts, graphs, tables etc, if applicable.
- ▶ Use standard font, font size: 12/13, Line Spacing: 1.5 and justify.
- ▶ You have to submit a spiral or ring bind hard copy and a soft copy (word or pdf format) via e-mail.
- ▶ Make sure, you include all the group members name, ID & serial number.

Instruction for Presentation

- ▶ Time: 14 (± 1) minutes for presentation and 5 minutes for Q&A for each team.
- ▶ All the team members have to participate.
- ▶ Dress code: Business attire.
- ▶ All the teams must be present in other team's presentation and participate in the Q&A.



➤ **BUSINESS
FORMAL**

**IT'S
TIME
TO
SUIT
UP!**





Deadlines for the Final Report

- ▶ **Date of Submission:**
 - ▶ Last week of the semester.
 - ▶ Specific date and time will be announced in due course.
- ▶ **Presentation:** Last two classes of the semester.