

## **Weblinks**

### **Chapter 1**

<http://www.royalcaribbean.co.uk>

Further information on the levels of service offered by the case discussed in services in Context

<http://www.wrapitcustomers.com>

<http://news.bbc.co.uk/1/hi/business/7540758.stm>

updates on Wrapit – a victim of the global recession

### **Chapter 2**

<http://www.empgens.com/A/InvestService/InvestService.html>

Freely available article researching the characteristics of services from the consumer's point of view

[http://www.royalmail.com/portal/rm/sme?pageId=rql\\_rm\\_segmentListArticle&mediaId=83600740&catId=500185&campaignid=RMHP BtnSME](http://www.royalmail.com/portal/rm/sme?pageId=rql_rm_segmentListArticle&mediaId=83600740&catId=500185&campaignid=RMHP BtnSME)

B2B services in action. Royal Mail site for small and medium sized businesses

### **Chapter 3**

<http://circa.europa.eu/irc/dsis/nacecpacon/info/data/en/NACE%20Rev%202%20structure%20and%20correspondences%20NACE%20Rev%201%201%20and%20ISIC%20Rev%204.pdf>

Detailed breakdown of the revised industry classification codes

<http://www.opsi.gov.uk/about/team-information/e-services>

Example of e-services in the public sector

## Chapter 4

<http://www.businesstraveller.com/archive/2007/april-2007/special-reports/women-on-the-move>

Business Traveller reports that women want safety and security when travelling on business. During the pre-purchase stage – women business traveller may be motivated to search for hotels that offer safety advice or promote safe and secure environments.

<http://www.amazon.co.uk>

Many organisations, including Amazon, wish to receive feedback from their customers. E-tailors often e-mail customers to establish if the transaction was successful. At this stage consumers are in the post-purchase evaluation stage of the decision making process. Whether the consumer's feeds back to the e-tailor or not, consumers will reflect on their purchase and consider whether they were satisfied or dissatisfied with the e-tailor

## Chapter 5

[http://thecaffeinatedblog.typepad.com/the\\_caffeinated\\_blog/2008/08/how-to-use-social-media-for-market-research.html](http://thecaffeinatedblog.typepad.com/the_caffeinated_blog/2008/08/how-to-use-social-media-for-market-research.html)

How to Use Social Media for Market Research

<http://www.mrs.org.uk/>

<http://www.mrs.org.uk/standards/downloads/code2005.pdf>

The Market Research Society

And their code of conduct

## **Chapter 6**

<http://www.cathaypacific.com>

Cathay Pacific is a five star airline and has many points of differentiation which keeps the airline up to date with trends and ahead of the competition. The points of differentiation are supplementary service innovations and service improvements and occur regularly

<http://www.vertigo-systems.com>

Vertigo Systems offers living surfaces from bar tops, table tops or floors. The living surfaces can be fish or butterflies that move away as you touch the table top. Living floors can advertise drinks or cocktails as consumers walk across the floor to the bar, promoting the latest crazes or special offers. Living surfaces are style changes with technological dimensions

## **Chapter 7**

[http://www.telepen-barcode.co.uk/library\\_self\\_service.htm](http://www.telepen-barcode.co.uk/library_self_service.htm)

Examples of the increasing amount of self-service in library provision

[http://www.entrepreneur.com/interstitial/Ent\\_Interstitial.aspx?URL=/startingabusines/s/businessideas/startupkits/article37930.html](http://www.entrepreneur.com/interstitial/Ent_Interstitial.aspx?URL=/startingabusines/s/businessideas/startupkits/article37930.html)

A very personal service – the concierge

## **Chapter 8**

<http://www.moneysupermarket.com>

comparethemarket.com

[www.expedia.com](http://www.expedia.com)

Examples of price comparison sites for services

<http://dis.shef.ac.uk/sheila/marketing/pricing.htm>

Article on costing and pricing of information services

## Chapter 9

<http://www.esquire.com/blogs/lists/funny-insurance-ads-032309>

The use of humour can build liking for the product. Examples of humorous insurance ads.

<http://twitter.com>

Are you a 'twit'? The next big thing in social networking?

## Chapter 10

[http://www.music4uonline.com/webgms/?gclid=CL7Dt6-a\\_ZkFWNM5QodSHYhFw](http://www.music4uonline.com/webgms/?gclid=CL7Dt6-a_ZkFWNM5QodSHYhFw)

Music in stores, restaurants, dentists or cafes helps to set a mood and can differentiate one service organisation from the other. Music4u provides specialist playlists for organisations that want to make a difference

<http://www.jdwetherspoon.co.uk/awards/award-article.php?AwardId=18693>

JD Wetherspoons have won many awards. Winning the Best Toilet Awards is also good for business. Toilets add to the physical evidence of all service organisation and should not be neglected. The best and worst toilets are reviewed by travellers

<http://www.independenttraveler.com/resources/article.cfm?AID=743&category=43>

## Chapter 11

<http://davidmaister.com/articles/1/39/>

David Maister the Global Strategist gives his tips on managing people

[http://www.sciencedirect.com/science?\\_ob=ArticleURL&\\_udi=B6VBH-4G94HWB-1&\\_user=10&\\_rdoc=1&\\_fmt=&\\_orig=search&\\_sort=d&\\_view=c&\\_acct=C000050221&\\_version=1&\\_urlVersion=0&\\_userid=10&md5=ccf3790b5f70f5be325c7bcfdf628e](http://www.sciencedirect.com/science?_ob=ArticleURL&_udi=B6VBH-4G94HWB-1&_user=10&_rdoc=1&_fmt=&_orig=search&_sort=d&_view=c&_acct=C000050221&_version=1&_urlVersion=0&_userid=10&md5=ccf3790b5f70f5be325c7bcfdf628e)

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On-line article discussing developmental experiences for employees and the need to empower them and enable them to deliver quality service

## **Chapter 12**

[http://www.qsrinternational.com/FileResourceHandler.ashx/RelatedDocuments/DocumentFile/149/Understanding\\_the\\_ROI\\_from\\_Effectively\\_Managing\\_Customer\\_Complaints.pdf](http://www.qsrinternational.com/FileResourceHandler.ashx/RelatedDocuments/DocumentFile/149/Understanding_the_ROI_from_Effectively_Managing_Customer_Complaints.pdf)

Some organisations use software to help them manage customer complaints and improve their service and in due course improve their service to customers

[http://www.verghisgroup.com/Consortium\\_transform.pdf](http://www.verghisgroup.com/Consortium_transform.pdf)

Many customers receive indirect advice from other customers. Rich Kaplan, Vice President of Customer Service, Partners and Automation at Microsoft suggests how organisations can enhance the indirect advice.

## **Chapter 13**

<http://nextup.wordpress.com/2006/12/21/the-customer-relationship-ladder/>  
the customer relationship ladder

[http://www.communications.siemens.co.uk/enterprise/building\\_long-term\\_full.htm](http://www.communications.siemens.co.uk/enterprise/building_long-term_full.htm)

Siemens' view on the importance of relationship building

## **Chapter 14**

[http://www.mycustomer.com/doclibrary/mycustomer/ukcsi\\_exec\\_summary\\_word\\_doc%20Jan%202009.pdf](http://www.mycustomer.com/doclibrary/mycustomer/ukcsi_exec_summary_word_doc%20Jan%202009.pdf)

<http://www.mycustomer.com/cgi-bin/library.cgi?action=detail&id=6537>

January 2009 UK satisfaction survey results

<http://www.passengersurveys.com>

Complete a satisfaction survey for any airline you've travelled with here. Look at the questions asked and how the results are used.

[http://www.crm2day.com/content/t6\\_librarynews\\_1.php?news\\_id=113909](http://www.crm2day.com/content/t6_librarynews_1.php?news_id=113909)

This article compares the importance of key performance indicators in German speaking countries and England and Ireland and find that *customer satisfaction* is now the most important element.

<http://www.guardian.co.uk/lifeandstyle/wordofmouth>

Word of mouth communications is unbiased information regarding a person's satisfaction of organically grown food in farm shops, making a reservation at a restaurant, fair-trade and making the perfect pizza. The unbiased opinions of previous customers are trusted more than advertising.

## Chapter 15

<http://www.customer-service.com/t-Service-Culture.aspx>

Customer Service – short video demonstrating the 8 steps to customer service success and ways to create a customer service environment

<http://www.bain.com/bainweb/pdfs/cms/hotTopics/closingdeliverygap.pdf>

Organisations often think they provide excellent service. However, sometimes there is a gap in the service that is actually delivered to the customer. The freely available document provides guidelines on how to identify and close the delivery gaps.

## Chapter 16

<http://jsr.sagepub.com/cgi/content/abstract/3/2/121>

The full text (pdf) article suggests that consumers prefer perfect service. They also found that customer satisfaction is often lower if service failure occurs – despite excellent recovery strategies.

<http://www.amrresearch.com/Content/View.aspx?compURI=tcm:7-39352>

Lora Cecere comments on Recovery Strategies and provides readers with seven ways to sense demanding elements and predicting how to upturn disasters.

## **Chapter 17**

<http://www.barnsleyrd.nhs.uk/promotingservices.asp?parent=1&cat=11&grp=1&pg=53>

Barnsley's National Health Service has set in place objective to promoting a Seamless Services. They are focusing on the pathways between and across all elements of the service for primary health care.

[http://www.google.com/search?q=%22seamless+services%22+croatia&rls=com.microsoft:en-gb:IE-SearchBox&ie=UTF-8&oe=UTF-8&sourceid=ie7&rlz=117GGLA\\_en-GB](http://www.google.com/search?q=%22seamless+services%22+croatia&rls=com.microsoft:en-gb:IE-SearchBox&ie=UTF-8&oe=UTF-8&sourceid=ie7&rlz=117GGLA_en-GB)

T-Mobile are an international organisation operating in Austria, Croatia, Germany and beyond. They require a seamless service across borders. Their service brochure clearly shows their commitment to a seamless transmission from one telecoms provider to T-Mobile.

## **Chapter 18**

<http://www.johnlewis.com/Help/Help.aspx?HelpId=13>

John Lewis' Corporate Social Responsibility Report 2008 shows their principles and commitments to the environment, the local communities and suppliers. Their Report shows their rigorous ethical standards.

<http://moe.ecrc.nsysu.edu.tw/English/workshopE/2003/03.pdf>

The seven P's of the services marketing mix have been increased to ten; packaging, performance and personalization. The article discusses performance in the world of e-commerce.