

Service Encounters or Moment of Truth

- Impression of service occurs in the service encounters or MOT when the customer interacts with the org.
- Each encounter contributes to overall satisfaction.

Eg. Hotel

checkin — Bellboy takes to room —
The food — transport faculty — wake up call —
checkout.

⇒ when a customer is interacting for the 1st time then the initial MOT in the form of phone or face to face interaction becomes one of the most imp. situations as it creates the 1st impression.

So there should be prompt, courteous, quality 1st interaction.

⇒ Even when customer had multiple external interactions each individual encounter is imp. in creating an overall image.

⇒ Many +ve encounters will create a highly +ve image and -ves will have a -ve impact.

few +ve and -ves will create a doubt in mind of customer about quality.

Types of Service Encounters

1) Remote encounters — without direct human contact
Ep. Use of ATM, Online services, mails, carriers.

In such encounters the tangible evidence of the service and quality of technical process becomes critical.

2) Phone encounters — Tone of voice, knowledge of employee, efficiency in handling customer issue are critical.

3) Face to face encounters :-
Both verbal, and non verbal communication; tangible cues like dress, brochures, physical settings are critical.

~~Various Themes in service encounters~~
~~Based on Critical Incident ~~tech~~ tech.~~

Themes of customer satisfaction/dissatisfaction
in service encounters

- 1) Recovery → Response to failure
- 2) Adaptability → Response to customer needs & Requests. The customers judge the encounter quality in terms of flexibility of employee and the system.
Customers are pleased when their special needs are accommodated into the system by service provider.
- 3) Spontaneity → Unprompted and unsolicited employee action
Even when there is no system failure and no special need customers can still remember service encounters as being satisfying/dissatisfying if employee had been ~~spont~~ spontaneous in delivering.
It can be special attention, receiving something nice which customer had not requested.

(4) Coping → Employee response to Problem customer.

9 (9)

→ Customers generally do not tell or remember incidents when they were unreasonable ~~and~~ ~~was~~ which caused their dissatisfaction?

(what to do strategy)

(what not to do strategy)
Don't

Theme

Do

Recovery

- Acknowledge problem
- Explain causes
- Apologize
- Compensate / upgrade
- Take responsibility

- Ignore customer
- Blame customer
- Leave customer
- Downgrade
- Act as if nothing is wrong

Adaptability

- Recognize seriousness of need
- Acknowledge
- Anticipate
- Attempt to accommodate
- Adjust the system
- Explain rules / policies
- Take responsibility

- Ignore
- Promise but fail to follow
- Embarrass the customer
- Avoid responsibility

Spontaneity

- Take time
- Be attentive
- Anticipate need
- Listen
- Provide info
- Show empathy

- Exhibit impatience
- Ignore
- Yell / laugh
- Discriminate

coping

- listen
- try to accomodate
- Explain
- e

- Take customer dissatisfaction personally
 - let customer dissatisfaction affect others.
- (10) (10)