

## Service Marketing Lovelock Chapter 2 Ppt

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*New Perspectives in Services **Chapter 1 Part 2 Chapter 13 Service Marketing Lovelock Chapter 2***

*Chapter 2: Customer Behavior in Service Encounters. Slide © 2007 by Christopher Lovelock and Jochen Wirtz Kunz - Services Marketing 3. The Purchase Process for Services. Prepurchase Stage Service Encounter Stage Post-Encounter Stage. Slide © 2007 by Christopher Lovelock and Jochen Wirtz Kunz - Services Marketing 5. Imagine you just moved to a new town and you are looking for a.*

### Chapter 2: Customer Behavior in Service Encounters

*Slide 2007 by Christopher Lovelock and Jochen Wirtz Services Marketing 6/E Chapter 2 - 36 Customer Satisfaction Is Central to the Marketing Concept Satisfaction defined as attitude-like judgment following a service purchase or series of service interactions. Customers have expectations prior to consumption, observe service.*

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Services Marketing Slide © 2010 by Lovelock & Wirtz Services Marketing 7/e Chapter 2 – Page 33 Summary Pre-purchase Stage Service Encounter Stage Post-encounter Stage • In evaluating service performance, customers can have expectations positively disconfirmed, confirmed, or negatively disconfirmed • Unexpectedly high levels of performance, arousal, and positive affect are likely to lead to delight • Moments of Truth: importance of effectively managing touchpoints • High/low ...

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Creating and marketing value in today's increasingly service and knowledge-intensive economy requires an understanding of the powerful design and packaging of 'intangible' benefits and products, high-quality service operations and customer

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Style changes Visible changes in service design or scripts Slide 2007 by Christopher Lovelock and Jochen Wirtz Services Marketing 6/E Chapter 3 - 34 Reengineering Service Processes Service processes affect not only customers, but also cost, speed, and productivity with which desired outcome is

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As a key in services marketing, interactions have been defined in the concept of service encounter (Lovelock and Wirtz, 2010), which include the interactions between customers and employees, and...

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