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## A CONCEPTUAL STUDY ON THE MODELS IN SERVICE SECTOR AND THE ADVANCEMENT OF SERVICE SECTOR

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### ABSTRACT

*The service industry is the largely competitive industry and the survival of the sector is based on the quality of services. The competition in the service sector has increased; customer service is an important part of the organizational growth. The study is based on the applications of different models in the service sector. The study focuses on the interactive strategy used in the service sector, and how well customers react to the service providers. The study relates on the new models used in the service sector, and how it keeps the customer relationship. The study even focuses on the strategies used for retaining the customers, and how well the different model is adopted in the service sector. Technological advancements in the service sector and the pros and cons of the advancements in technology have been discussed. The paper also studied regarding the infusion of technology in the service sector and how the customer interaction has been carried. The trade-off between the privacy and customization has increased drastically; which has been due to the usage of service Models. The main aim of the study is to enhance how far the service quality is used to increase the quality in the service industry. The service sector has to meet the customer expectations which are the primary concern of all service organisations. The SERVQUAL is the main focus of the service organisation; which means the service quality.*

### KEYWORDS

SERVQUAL, business model, models, pyramid model, services, service gaps technology.

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### INTRODUCTION

#### MEANING OF SERVICE MARKETING



Service marketing is a strategy in marketing which gives importance to relationship and value. The main aim of service marketing is marketing of goods and services. The main characteristics or features of services are intangibility, inseparability, heterogeneity, and perishability; which is very important in the service industry.

The main function of service sector is creating, communicating and identifying the values of customers and working towards the benefit of the company's stakeholder's; and building the relationship with the customers.

#### NEED OF THE STUDY

- The study focuses on how the LPG reforms have affected the service sector.
- Customer satisfaction is the key factor for maximising the profit.
- The service delivery process has changed, focusing on how the services are delivered.
- The flexibility of the service industry has been analysed in relation with the organisational goals.
- The innovations in the service sector has been analysed in relation with the competitors.
- The study was analysed to see even the integrated marketing done in the service sector; and how well it is coordinated in the service process.
- The customer feedback or the reverting has been analysed.

The advent of technology has made it so mandatory to study the service sector in detail; since the customers are well updated with the emerging trends, and how far the competitor is using the different pricing strategies; the service sector has to deliver the product according to the customer's interest.

#### FRAME WORK OF THE STUDY

The factors affecting the service sector has been identified as such:

- The service quality factors have been analysed in relation with the customer satisfaction.
- It has been analysed that where all the service varieties can be taken up and which industry.
- How the service industries quality can be increased and the directions have been provided thereto?
- The study finds the way to access the customer satisfaction and methods to be adopted in the service sector.
- A dynamic environment has to be created so that changes can be done easily in the service sector.

#### SERVICE MARKETING IMPORTANCE

1. Intangibility of services.
2. The customer's services offered are homogeneous in nature; and it is the main factor in the service industry to differentiates the service.eg: the service a customer gets in the banking sector, as Indian Bank and Citi bank is different; and it remains in the mind of the customers.
  - The customer retention can be done if the service sector gives proper customer care, so that the relationship can be maintained for the future. Each service organisation has to bring in the proper customer retention strategy to maintain a cordial relationship with the customer. Intangibility is the main feature of service organisation, so it has to be maintained well. The service sector goes down through the viral communication or word of mouth communication.
  - The services are having the feature of simultaneous production and consumption, wherein which customer satisfaction is more prominent. The service industries have customer retention techniques where in which customer's feedback is taken into consideration; and hence service sector gives customer satisfaction.
  - The service sectors are now driven with the customer delight, where in which the moments of truth are crucial. The customers and the service provider comes in direct contact and the customer arrives at an impression about the industry or firm. The service sectors have to keep the customer's expectation and the promises intact for the success of the business. Managing both intangibles are very important as it creates to the moment of truth.

#### RESEARCH DESIGN

The data is collected through secondary sources and the findings and suggestions have been made. The research articles have been assessed and the conclusions have been drawn.

**SCOPE OF THE STUDY**

The research is done to find out the variations in the pyramid model of service marketing. The service encounters and the customer satisfaction has been discussed in relation with the technological advancements. The study focuses on the different classification of services like B2C and B2b service encounters. The purpose of the research is twofold. On one side, by studying both existing literature and the case studies carried over in the topic. The main aim of the research paper is to analyse how the service industry is using the technology for the survival as well as to compete with the competitors.

**MODELS OF SERVICE MARKETING**

The models in the service industry help the firms to analyse the customer relationships and the satisfaction level achieved by the firms. The models help the firms to efficiently serve the customers and enhance the customer's quality according to the perception of the customers. The customization and trade-off are the key factors which attract the customers; and the pricing strategies has also been analysed so that the service sector can avail profit.

**Common Service Management Model**

Service Management groups most commonly are structured around incident, problem, change, and release and deployment management. A key to success that many organizations overlook is the need to address the people, processes, and tools required to integrate and operate the Service Management group effectively. Common Service Management Model Standing up a support group without integrated processes and clear ownership and hand-offs can lead to its failure. For example, the support model can be aligned by business function. This model typically works for small organizations. As the organization grows and more systems transition to Service Management group for support, overall performance around support will likely decline.

**Service Management – Framework**

The service management underlies the following important points:

Knowing and Understanding Your Customer is important; understanding the customers is equally important. To understand the value proposition, the customer's need has to be assessed. The Customer's Needs Make sure to create services based on your customer's current and future needs. Communicate upfront what services are offered and the cost associated with those services.

**Service value of customers**

Service Value Customers will evaluate the performance of the services that you provide based on the value and quality of the services that the Service Management division offers. The success of a Service Management division is based on how well it is integrated within the enterprise and supports the business by providing services that the customer wants and needs. The success of the service management model lies in the standard procedures and processes adopted, which is clearly informed to the customers.

**Service Desk Model**

In this model, all transitions of enterprise assets move along the service process and service desk handled all customer support function as depicted above. The service desk needs to be well integrated to handle incident/problem management (IPMO) along with providing 24x7 supports through the operation centre. Make sure you set a communication protocol in place so that customers are kept informed on critical issues and their status. This model was derived from the ITIL framework and was customized to ensure that the support organization was able to improve operational efficiency by incorporating standards and focusing on customer satisfaction, reducing operational support costs, and improving how issues and risks were addressed. If an organization has invested to create standards, guidelines and operational controls to improve service quality, then you can measure service quality after those standards, guidelines and controls are used.

**Pyramid model**

The service marketing research has undergone a drastic transformation since the use of technology in the sector. Technology was expected to grow alongside the growth of technology the pyramid model is triangular model which is a two-dimensional model. In this model the service marketing is defined as a dynamic relationship between employees, customers and technology. It also highlights the importance of technology in service sector. Interactive media can be used to build brands and provide customer service. This model has got two implications for positioning strategy. The first implication is that introduction of disruptive technology in the market forces and the positioning of the service product, and how well it can be integrated in the model for the success of the service sector.

**Business model definition**

In this model the importance is for the relationships, resources and the offering and how well it can be used to target the defined markets and can be addressed to the customers.

**Business model building blocks**

Relationships: The customer interaction vs. the levels of service, socio-technical networks and intra-organizational & inter-organizational collaboration.

Offerings: The service content, the whole value proposition and the solution how to use it to create value.

Resources: Capabilities and assets in the service production & delivery system, processes, knowledge, skills & organization.

Revenue models: The elements of capturing value, which include pricing, revenue management, and service bundling.

Mindset: The values, emotions, and attitudes of management, including cognitive, rational & emotional thinking and planning in which learning is a key driver of a firm's innovation.

Types of relationships in service management

- Social
- Transactional (provider –client, suppliers)
- Collaborative (provider –client, partners)
- Competitive
- Hierarchical
- Dyadic, multidimensional, asymmetrical.

**Revenue models and business model****The business model is about:**

How does a business operate in practice? The combination and use of business idea and business strategy in practice. A specific combination of key elements of business.

**Revenue model is about:**

The service sector capturing value and how it's done. What are the sources of revenue? Pricing & cost structure, lock-in effects, and network effects.

**Importance of revenue model**

The importance of revenue models has increased in business planning. Costs is the primary factor of all business concerns, and pricing can be efficiently done based on costs. In the service sector customer's satisfaction is given major importance and not costs. So, unlikely profits can be attained by satisfying the customers and not be based on the costs alone. The customers will pay more money if the service provided is exceptional. So, the management should work adhering to the customer's needs.

Levels of revenue model

1. Strategic level
  - In what businesses do we want to be involved?
  - With what resources & cost structure do we compete?
2. Business model level
  - Focus on portfolio of offerings & sources of revenue
  - What are our profit-makers and loss-leader offerings?

- What are our price quotation principles? (Bundling, skimming, penetration, etc.)
3. Operational level
- Focus on transaction-specific pricing issues.
  - How do we win deals?
  - What are the determinants of a single price (value, elasticity, contribution margin, etc.)?

#### **The Advantages of a Business Model**

##### **Competitive Advantage**

In this model we can see the focus on competitive advantage over the other service organisation in the industry. The model will be a success if first time purchases, USP, and the market reputation is good for the company and the company is having a different marketing strategy too.

##### **Plan for Growth**

In accordance with this model a company always keeps reserve from the profits arrived and uses the reserve for the development purpose, investment, property, reinvestment. The company should have a focus at least to attain the breakeven, so that the company doesn't go for loss. This model propounds that a business can survive from the profit from breakeven rather than relying on debts.

##### **Financial Sustainability**

The business model always focuses the entrepreneur to have enough profit each month. The management of finance is done in such a manner that the business does not go for closure rather it survives with the tough competitors the market. The organisation should be capable enough to dynamic environment so that the firm can survive in all situations. The organisations worth is proven if the industry works in all tough situations.

##### **Lenders and Investors**

The competitors are well known about the market trends, so the organisation or company should be in such a way that the finance has to manage so well, that the competitors' don't get a track about the company's profit expectations. The plan of profitability has to be well maintained according to the needs of investors and lenders. The lenders and investors don't rely on the novelty of the service product rather they concentrate in profitability.

##### **SERVQUAL MODEL**

The SERVQUAL model was brought by Valrie Zeithmal, A Parasuraman and Leonard berrwin. In this model the service qualities of prominent importance. In this model it helps in measuring the customer satisfaction and quality. The quality of service is given prime importance since the service organisation has to survive in the competitive market. The customers are satisfied only if quality service is provided and it meets the customer's perception. The SERVQUAL model concentrates on the quality of service and not on the quantity, since services cannot be measured at all times. The service quality of a byer and supplier are measured through the environmental factors and it is observed. If there are any deviations in the service quality the shortcomings are assessed and it is known as "service -Gap Analysis". In the service Gap analysis, the actually service quality experienced and the expected service quality is compared. The deviations found are matched according to the customers' expectations. This time of analysis done is known as external analysis where customer's quality experienced is assessed. In addition to this, the customer needs, expectations, and the actual service experiences is also taken into account. The shorter version of the servqual model is the RATER model which had got five dimensions to measure the quality of the service of customers.

##### **FIVE GAPS**

The quality of service depends upon the communication behaviour between the service provider and the customer, which is very important in the service sector. The organization should always try to know the perception of their customers. In the sevqual model five gaps have been found about the customers need or perception and what the company offers or delivers.

###### **1. Knowledge gap**

This gap arises when the organisation is unable to deliver the product according to the customers' expectation, and they can't meet the consumers need. This gap arises since management doesn't know what customers expect.

###### **2. Standards gap**

According to this gap the standards are set, is, what the customers expect is set well in advance. If the customer's needs are not met the quality measures are checked and corrective actions will be made to meet the customers' requirements, which will lead to policy deviations.

###### **3. Delivery gap**

In the delivery gap, the gap occurs when the service offered is different from that of the consumer's expectation. This gap can occur due to lot of reasons like human resource policies, employee lack of knowledge, and teamwork cohesiveness.

###### **4. Communication gap**

It is the gap between what gets promised to the customers by the organization through advertisements and what gets delivered. This happens due to overpromising, insufficient communication between the advertising teams and the operations team.

###### **5. Customer gap**

It is the difference between customer perceptions and customer expectations. This gap happens since the customer does not know what the service has done and the customers misinterpret the quality of service. This gap can occur because of the other four gaps too. This gap can even lead to loosing huge customers, since the customers perceive that the quality service is not delivered.

##### **ATTRIBUTE SERVICE QUALITY MODEL**

According to this approach the attributes need to be separated if the service quality has to be developed. The approach stated that the organisation will have high quality if it meets the consumer's expectations and perceptions. In this model the following attributes are focused the physical facilities or physical evidence, people behaviour, professional judgement and processes.

##### **Attribute and overall affect model**

In this model the focus is on the consumers expectation and has a cognitive to approach for decisions. In this model the consumers evaluate the product based on the usage of technology in the service rendering.

##### **Service management new avenues**

1. Design thinking boosts service business model development
2. There are several methods for user-inspired service innovation
3. Open innovation has long-haul effects on the ways services are being developed.

##### **Issues to consider in service marketing models**

- There was a shift in the service business due to the usage of technology.
  - The various service management models need to be assessed according to the customers needs.
  - The new challenges in the service sector or industry.

##### **General Impact of Technology on Market Space**

To enhance the service delivery system, the technology has to be upgraded in relation with the competitor's strategy. The organisation should go in for a service product extension for satisfying the customer's needs. The service firms should go for differentiating the product while offering the service.

The pyramid models implications are for product positioning, which has been done using the technology and how it has reacted in the market forces like demand and supply. The model even focused on how well technology can be used for offering the service with more values.

The main challenges in the service industry are that how the models can be used in the service organization and how to innovate the models according to the customer's needs. The service industry faces tough competitor's strategic moves wherein which, the new models have to be updated in relation with the customers need as well as the technology.

### CONCLUSION OF THE STUDY

- The main factor of service industry is good quality service meeting what customers expect from the service.
- The service firms should take a good effort to deliver high quality service by using qualified personnel for rendering the service.
- The inability of the service sector to match the demand and supply has problems with the quality. The firm should effectively use the capacity without depleting the quality to meet the demand.
- The customers will come to service provider if the organisation is reliable, so reliability has to be maintained, by providing the core services to the customers.
- The organisation should see that the customers current needs, future, changing market effective strategies and building relationships should be assessed.
- The customers will be loyal to the organisations if their needs are met.
- Service providers should give importance to marketing tools to develop the service quality and increase the service.
- The new ways to delivery service has to be given prominent importance since it helps in delivering the service in an efficient way.
- It has seen that the use of technology in the service sector has enlightened the customers, and the sector is having an integrated client relationship.
- The research even identifies that the customers are satisfied with the higher level of service with the use of technology and models in the service sector.
- The service provider can reach the customers through the access of web.
- The cost of the service organisation has also reduced due to the usage of technology as it replaces the less skilled workers.

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