

Services Marketing Zeithaml

Services Marketing Zeithaml Services Marketing Zeithaml is a foundational concept in the field of marketing, particularly when it comes to understanding how to effectively promote and deliver services. With the rise of the service economy, where intangible offerings like banking, healthcare, education, and hospitality dominate, marketers need specialized strategies to address the unique challenges of service marketing. Zeithaml, along with other scholars like Parasuraman and Berry, has significantly contributed to the development of frameworks and models that help businesses optimize their service marketing efforts. This article delves into the core principles of services marketing as outlined by Zeithaml, exploring the distinctive characteristics of services, the marketing mix tailored for services, and best practices to achieve competitive advantage.

Understanding Services Marketing and Zeithaml's Contributions

What is Services Marketing? Services marketing focuses on promoting and selling intangible products that cannot be stored, possessed, or owned in the traditional sense. Unlike physical goods, services are characterized by their intangibility, inseparability, variability, and perishability—collectively known as the four I's of services.

Zeithaml's Role in Services Marketing

Valarie A. Zeithaml is a renowned scholar in marketing, whose work on services marketing has provided critical insights into how businesses can better serve their customers. Her research emphasizes understanding customer perceptions, managing service quality, and designing effective marketing strategies tailored for services. Key contributions from Zeithaml include:

- The Service Quality Gap Model, which identifies gaps between customer expectations and perceptions.
- The Services Marketing Triangle, illustrating the relationships between the company, employees, and customers.
- The importance of internal marketing to ensure employees deliver quality service.

Distinctive Characteristics of Services (The 4 I's)

To understand services marketing, it's essential to recognize the unique features of services:

- Intangibility:** Services cannot be seen, touched, or owned before purchase, making it difficult for customers to evaluate quality beforehand.
- Inseparability:** Services are typically produced and consumed simultaneously, meaning the provider and customer often interact during delivery.
- Variability:** Service quality can vary depending on who provides it, when, and where, making consistency a challenge.
- Perishability:** Services cannot be stored for later sale or use, leading to issues in managing supply and demand.

Recognizing these characteristics helps marketers craft strategies that address the specific needs of service delivery and customer expectations.

The Services Marketing Mix (7 P's)

Building on the traditional 4 P's of marketing (Product, Price, Place, Promotion), services marketing incorporates three additional P's to better capture the nuances of intangible offerings:

- 1. Product (Service) Strategy** - Define the core service and supplementary services. - Focus on service quality and customization levels. - Use tangible cues (like branding and physical evidence) to reassure customers.
- 2. Price Strategy** - Consider value-based pricing due to the intangible nature of services. - Use

differential pricing strategies for segments and time-based pricing (peak vs. off-peak). 3. Place (Distribution) Strategy - Leverage direct channels (e.g., service centers, online platforms) for better control. - Use third-party intermediaries when appropriate. 4. Promotion Strategy - Emphasize quality, reputation, and customer testimonials. - Use service guarantees and warranties to reduce perceived risk. 5. People - Train employees to deliver excellent service. - Foster a customer-centric culture. 6. Process - Streamline service delivery processes to enhance efficiency and consistency. - Use technology to improve customer interactions. 3 7. Physical Evidence - Use tangible cues like signage, uniforms, and facilities to influence perceptions. - Ensure the physical environment aligns with brand positioning. Applying Zeithaml's Frameworks in Service Marketing Strategy Service Quality and Customer Satisfaction Zeithaml emphasizes that delivering high service quality is paramount. Her Service Quality Gap Model identifies five gaps that organizations need to bridge to meet customer expectations: - Gap 1: Knowledge gap – not understanding customer expectations. - Gap 2: Policy gap – not setting appropriate service standards. - Gap 3: Delivery gap – failing to deliver service according to standards. - Gap 4: Communication gap – overpromising and underdelivering. - Gap 5: Perception gap – customers' perceptions of service quality. Addressing these gaps involves continuous feedback, staff training, and aligning internal processes with customer expectations. Internal Marketing and Employee Engagement Zeithaml advocates for internal marketing, which involves training and motivating employees to deliver service excellence. Engaged employees are more likely to provide personalized and consistent service, leading to higher customer satisfaction. Customer Relationship Management and Service Delivery Services marketing heavily relies on building long-term relationships. Zeithaml highlights the importance of: - Personalization and customized services. - Creating memorable service experiences. - Implementing loyalty programs. Effective CRM systems help track customer preferences and behaviors, enabling tailored marketing and service delivery. Challenges in Services Marketing and Zeithaml's Solutions Some common challenges include: - Managing customer expectations. - Ensuring consistent service quality. - Handling variability and perishability. Zeithaml suggests strategies such as: - Standardizing service processes. - Using technology to ensure consistency. - Managing demand through reservations and scheduling. - Communicating transparently to set realistic expectations. Best Practices for Services Marketing Based on Zeithaml's Principles - Focus on Service Quality: Regularly measure and improve service quality using tools like SERVQUAL. - Empower Employees: Provide adequate training and autonomy to frontline staff. - Leverage Physical Evidence: Enhance the tangibility of your service through environment design. - Use Technology Effectively: Implement CRM and online platforms for better customer engagement. - Create Emotional Connections: Use storytelling and branding to foster loyalty. - Manage Expectations: Clearly communicate what customers can expect. - Solicit Feedback: Encourage reviews and complaints to identify areas for improvement. Conclusion Services Marketing Zeithaml offers comprehensive insights into how businesses can effectively market services in a competitive environment. By understanding the unique characteristics of services, leveraging the extended marketing mix, and focusing on delivering quality and value, organizations can build strong

customer relationships, enhance satisfaction, and achieve sustainable growth. Implementing these principles requires a strategic approach that aligns internal processes, employee engagement, and customer expectations—ultimately leading to a superior service experience that differentiates your brand in the marketplace.

Question What are the key principles of services marketing as outlined by Zeithaml? Zeithaml emphasizes the importance of the 7 Ps of services marketing: Product, Price, Place, Promotion, People, Process, and Physical evidence, highlighting their role in delivering superior service experiences. How does Zeithaml differentiate between goods and services in marketing? Zeithaml explains that services are intangible, inseparable, variable, and perishable, requiring different marketing strategies than physical goods to address these unique characteristics. What is the significance of the Service Quality Gap Model in Zeithaml's services marketing framework? The Service Quality Gap Model identifies gaps that can occur between customer expectations and perceptions, guiding firms to improve service delivery by addressing these gaps systematically. How does Zeithaml recommend managing customer expectations in services marketing? Zeithaml suggests that clear communication, setting realistic promises, and consistently delivering quality are essential to managing expectations and enhancing customer satisfaction. What role does 'service blueprinting' play in Zeithaml's services marketing concepts? Service blueprinting is a tool recommended by Zeithaml to visualize service processes, identify fail points, and enhance service quality and consistency. According to Zeithaml, how important is employee training in services marketing? Zeithaml emphasizes that well-trained employees are critical for delivering high-quality service, as they directly influence customer perceptions and satisfaction.

5 What strategies does Zeithaml propose for managing service perishability? Zeithaml recommends strategies such as demand management, reservations, and flexible resource allocation to handle the perishable nature of services effectively. How does Zeithaml suggest firms differentiate their services in competitive markets? Zeithaml advocates for differentiation through superior service quality, personalized customer experiences, and effective branding to stand out in competitive environments. What are the challenges of services marketing highlighted by Zeithaml, and how can they be overcome? Challenges include intangibility, variability, and perishability. Zeithaml suggests solutions like standardized processes, employee training, and physical evidence to mitigate these issues and deliver consistent service quality.

Services Marketing Zeithaml: Navigating the Nuances of Intangible Offerings In the dynamic world of modern commerce, the marketing of services has emerged as a specialized discipline that requires a nuanced understanding of customer perceptions, intangible assets, and the unique challenges posed by non-physical offerings. Services marketing Zeithaml stands out as a foundational framework derived from the pioneering work of Valarie Zeithaml and her colleagues, which has significantly shaped how businesses approach the promotion and delivery of services. Unlike tangible products, services are inherently intangible, inseparable, variable, and perishable—characteristics that demand tailored marketing strategies. This article delves into the core principles of services marketing as articulated by Zeithaml, exploring its components, challenges, and practical applications in today's service-driven economy. Understanding the Foundations of Services Marketing

Zeithaml The Evolution of Services Marketing Traditional marketing theories primarily focused on physical products, emphasizing aspects like product features, branding, and distribution channels. However, as service industries expanded—from healthcare and hospitality to financial services and education—marketers recognized that these sectors required a different approach. The work of Zeithaml and her colleagues in the 1980s and 1990s laid the groundwork for what would become the field of services marketing. Zeithaml's contributions emphasized that services differ fundamentally from tangible goods in several ways: - Intangibility: Services cannot be seen, touched, or stored. - Inseparability: Services are produced and consumed simultaneously. - Variability: Service quality can vary depending on who provides them and when. - Perishability: Services cannot be stored for later sale or use. Understanding these characteristics is crucial for designing effective marketing strategies that align customer expectations with delivery. Services Marketing Zeithaml 6 The Extended Marketing Mix (7Ps) Building upon the traditional 4Ps (Product, Price, Place, Promotion), Zeithaml and colleagues introduced three additional Ps—People, Processes, and Physical Evidence—to better capture the complexities of service marketing. - People: Employees and other customers who influence service delivery. Their attitudes, skills, and appearance directly impact customer perceptions. - Processes: The procedures, mechanisms, and flow of activities through which services are delivered. Efficient and customer-friendly processes improve satisfaction. - Physical Evidence: Tangible cues that help customers evaluate the service before and after consumption, such as décor, signage, and online interfaces. This expanded marketing mix underscores the importance of managing both tangible and intangible elements to deliver consistent, high-quality service experiences. Core Concepts in Services Marketing According to Zeithaml The Service Quality Gap Model One of Zeithaml's most influential contributions is the Service Quality Gap Model, which identifies gaps that can cause discrepancies between customer expectations and perceived service delivery. Recognizing and closing these gaps is essential for achieving customer satisfaction. The model highlights five critical gaps: 1. Knowledge Gap: Difference between customer expectations and management's understanding of those expectations. 2. Policy Gap: Disparity between management's perception of customer expectations and the service quality standards they set. 3. Delivery Gap: Gap between service quality standards and the actual service delivered. 4. Communication Gap: Difference between what is promised through marketing communications and the actual service delivered. 5. Perception Gap: The outcome of the previous gaps, leading to customer dissatisfaction if expectations are not met. Zeithaml emphasized that effective management involves identifying and closing these gaps through better market research, employee training, process improvements, and honest communication. The Importance of Customer Expectations and Perceptions In services marketing, managing customer expectations is paramount. Zeithaml's research revealed that expectations are shaped by prior experiences, word-of-mouth, advertising, and personal needs. Once a service is consumed, customers form perceptions based on the actual experience versus their expectations. Key points include: - Under- promising and over-delivering can lead to delight. - Over-promising raises customer expectations, risking dissatisfaction if not met. - Consistent delivery of

promised quality builds trust and loyalty. The balance between expectations and perceptions determines overall service satisfaction and influences customer loyalty and word-of-mouth.

Services Marketing Zeithaml 7 Strategies for Effective Services Marketing Based on Zeithaml's Framework

Managing Intangibility Through Physical Evidence Since services are intangible, physical evidence becomes a critical tool for shaping customer perceptions. Businesses should invest in creating a welcoming physical environment, clear signage, and professional branding to convey quality and reliability. For example, a luxury hotel's décor, staff uniforms, and online interface all serve as tangible cues that reflect service standards.

Standardization and Customization Zeithaml recognized the importance of balancing standardization with customization:

- **Standardization:** Ensures consistency in service delivery, reducing variability and enhancing reliability.
- **Customization:** Addresses individual customer needs, fostering personal relationships and satisfaction.

Effective services marketing involves designing flexible processes that can adapt to customer preferences while maintaining quality standards.

Training and Empowering Employees Since people are central to service delivery, investing in employee training is vital. Well-trained staff can better manage customer interactions, handle complaints, and deliver personalized service. Empowering employees to make decisions increases responsiveness and improves the overall customer experience.

Effective Communication and Expectation Management Honest and transparent marketing communications help set realistic customer expectations. Companies should avoid over-promising and instead focus on communicating service features, benefits, and limitations clearly. This transparency fosters trust and reduces the gap between expectations and perceptions.

Challenges in Services Marketing and How Zeithaml's Principles Address Them

Managing Variability Services are inherently variable because they depend on who provides them, when, and where. To mitigate this, organizations can:

- Standardize core service processes.
- Implement quality control measures.
- Use employee training to ensure consistency.

Services Marketing Zeithaml 8 Reducing Perishability Since services cannot be stored, companies need to optimize capacity utilization. Strategies include:

- Offering appointment systems.
- Using differential pricing during off-peak times.
- Implementing reservation systems to manage demand.

Building Customer Loyalty Loyalty in services is often driven by trust and consistent positive experiences. Zeithaml's emphasis on managing expectations, delivering quality, and effective communication helps foster long-term relationships.

Real-World Applications of Zeithaml's Services Marketing Principles Many successful brands have applied Zeithaml's principles to carve competitive advantages:

- **Hospitality:** Marriott hotels use physical evidence like décor and branding, alongside staff training, to ensure consistency across locations.
- **Healthcare:** Hospitals focus on process optimization and staff professionalism to improve patient satisfaction.
- **Financial Services:** Banks leverage personalized services and transparent communication to build trust.

These examples demonstrate that aligning tangible cues, employee performance, and communication strategies with customer expectations leads to better service perceptions and loyalty.

Conclusion: The Continuing Relevance of Zeithaml's Services Marketing Framework In an increasingly service-oriented economy, understanding and applying Zeithaml's insights into

services marketing remains crucial for businesses aiming to differentiate themselves and forge lasting customer relationships. By acknowledging the unique characteristics of services—intangibility, inseparability, variability, and perishability—and managing them through a strategic blend of physical evidence, employee empowerment, process design, and honest communication, organizations can navigate the challenges of service delivery effectively. As customer expectations evolve with technological advancements and changing market dynamics, Zeithaml's principles provide a robust foundation for developing adaptable, customer-centric marketing strategies. Whether in hospitality, healthcare, finance, or education, embracing these concepts ensures that service providers deliver value that exceeds expectations, fosters loyalty, and sustains competitive advantage in a crowded marketplace. ---
References: - Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm*. McGraw-Hill Education. - Lovelock, C., & Wirtz, J. (2016). *Services Marketing: People, Technology, Strategy*. Pearson Education. - Kumar, V., & Reinartz, W. (2016). Creating Services Marketing Zeithaml 9 Enduring Customer Value. *Journal of Marketing*, 80(6), 36-68. Note: This article synthesizes foundational concepts from Zeithaml's work and the broader field of services marketing to provide a comprehensive yet accessible overview suitable for students, practitioners, and academics alike. services marketing, zeithaml, service quality, SERVQUAL, marketing strategies, customer satisfaction, service delivery, service quality gaps, relationship marketing, service management

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*Zeithaml Valarie Zeithaml Alan Wilson Alan M. Wilson Naresh K. Malhotra Jagdish N. Sheth
WILSON Hüseyin Güngör John Dawson Valarie A. Zeithaml Fatos Xhafa Mehdi Snene Moritz
Merkle Gavriel Salvendy Valarie A. Zeithaml George R. Milne Zeithaml Thomas M. Bloch*

European economies are now dominated by services and virtually all companies view service as critical to retaining their customers today and in the future. In its third European edition, *Services Marketing: Integrating Customer Focus Across the Firm* provides full coverage of the foundations of services marketing, placing the distinctive gaps model at the center of this approach. Drawing on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through quality service. Outlining the core concepts and theories in services marketing today, new and updated material in this new edition includes new content on the role of digital marketing and social media, has been added throughout to reflect the latest developments in this dynamic field. Increased coverage of service-dominant logic regarding the creation of value and the understanding of customer relationships, new examples and case studies added from global and innovative companies including Airbnb, Ikea, Disneyland, Scandinavia Airlines, and Skyscanner.

This edition is for students and business people who recognize the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services and virtually all companies view service as critical to retaining their customers today and in the future. Manufacturing and product-dominant companies that in the past have depended on their physical products for their livelihood now recognize that service provides one of their few sustainable competitive advantages.

Services Marketing 5e recognizes that services present special challenges that must be identified and addressed in real circumstances. The heart of the book's content is to develop strong customer relationships through quality service. The book also focuses on knowledge needed to implement service strategies for competitive advantage across industries. Hence, frameworks for customer-focused management and strategies for increasing customer satisfaction and retention through service are included in the fifth edition.

Successful businesses recognize that the development of strong customer relationships through quality service and services as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition, *Services Marketing: Integrating Customer Focus Across the Firm* provides full coverage of the foundations of services marketing, placing the distinctive gaps model at the center of this approach. The new edition draws on the most recent research and using up-to-date and topical examples, the book focuses on the development of customer relationships through service, outlining the core concepts and theories in services marketing today. New and updated material in this new edition includes new content related to human resource strategies, including coverage of the role of robots and chatbots for delivering customer-focused services, new coverage on listening to customers through research, big data, netnography, and monitoring user-generated content, increased technology, social

media and digital coverage throughout the text including the delivery of services using mobile and digital platforms as well as through the internet of things brand new examples and case studies added from global and innovative companies including turkish airlines volvo easyjet and mcdonalds available with mcgraw hill s connect the well established online learning platform which features our award winning adaptive reading experience as well as resources to help faculty and institutions improve student outcomes and course delivery efficiency

this book focuses on the development of customer relationships through quality service it puts the customer s experience of services at the centre of its approach

this volume includes the full proceedings from the 1985 academy of marketing science annual conference held in miami beach florida it provides a variety of quality research in the fields of marketing theory and practice in areas such as consumer behaviour marketing management marketing education and international marketing among others founded in 1971 the academy of marketing science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice among its services to members and the community at large the academy offers conferences congresses and symposia that attract delegates from around the world presentations from these events are published in this proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field volumes deliver cutting edge research and insights complimenting the academy s flagship journals the journal of the academy of marketing science jams and ams review volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

presents a comprehensive and up to date account of the evolution and underlying rationale of marketing theories marketing is a dynamic discipline subject to evolutionary changes over time over the years many schools of marketing thought have enriched the discipline today some of the schools are only found in history books while others have transformed into new modern schools of thought shaped by changing marketing contexts and the emergence of digital technology marketing theory examines 16 schools of marketing thought that emerged evolved and dominated the marketing discipline over the course of a century written by a team of noted experts this acclaimed book provides in depth evaluations of each school utilizing a rigorous metatheoretical framework based on scientific criteria such as syntax semantics and pragmatics in this new global expanded edition marketing theory identifies four new schools of marketing thought that have emerged in the past 30 years each with separate chapters devoted to their assessment it remains a must read book for doctoral students in marketing as well as young scholars and practitioners who want to understand the rationale and theoretical tenets of the various schools and contextualize their role in developing contemporary marketing theory new to this edition new chapters on four new schools of marketing thought new content on contenders for a general theory of marketing market orientation service dominant logic rule of three theory and resource advantage a theory of competition new and expanded coverage of relationship marketing with greater emphasis on a theory now includes insightful questions

for analysis and advanced level discussions for every chapter wiley advantage covers the main concepts and principles underlying marketing theory and practice provides a comprehensive typology for the 16 major schools of marketing thought describes concepts and axioms useful in generating a practical theory of marketing offers a practical approach to marketing theory that generates a more realistic view of marketing issues illustrates how marketing problems have been solved in the real world of business by connecting theory to practice includes extensive references throughout including many pioneering yet lesser known works

for marketing and customer services researchers and professionals who are interested in customer contacts customer satisfaction and loyalty issues contact centers are playing a pivotal role in customer services of the 21st century nevertheless despite their growing importance and presence contact centers are increasingly becoming the center for customer frustration and frequently associated with negative comments in the media therefore this research explores the emotional cognitive general and transactional dimensions of customer satisfaction and loyalty process in the customer contact environment as customer contacts can be a source of negative emotions and it is desirable to increase positive emotions in the contact center environment this research focuses on the emotional aspects of customer satisfaction and on the emotional satisfaction of customer contacts escc in particular taking the escc as a starting point this research demonstrates that frontline employees are able to observe and register customer satisfaction during service encounters and suggests that the escc information can be employed for recovering service failures increasing sales productivity and organizational learning for more customer satisfaction and loyalty

most of us think we know something about retailing we shop we buy we consume but retailing perhaps more than any other economic sector has been transformed fundamentally over the last thirty years both economically and culturally featuring work from seminal theorists in the area and charting the development of retailing as an important discipline in its own right this superb volume examines the key themes in contemporary retailing organized into five sections each of which includes an illuminating editorial overview the retailing reader examines consumers and shoppers retail branding and marketing merchandising and buying strategy power and policy international retailing extensive case studies include an analysis of the british grocery market the strategies embodied by nike town stores and the development of retail economies in china and latin america the retailing reader presents a comprehensive overview of this important area of study and is an ideal companion for any student of retailing marketing or business and management

business

this book covers the latest advances in the rapid growing field of inter cooperative collective intelligence aiming the integration and cooperation of various computational resources networks and intelligent processing paradigms to collectively build intelligence and advanced decision support and interfaces for end users the book brings a comprehensive view of the

state of the art in the field of integration of sensor networks iot and cloud computing massive and intelligent querying and processing of data as a result the book presents lessons learned so far and identifies new research issues challenges and opportunities for further research and development agendas emerging areas of applications are also identified and usefulness of inter cooperative collective intelligence is envisaged researchers software developers practitioners and students interested in the field of inter cooperative collective intelligence will find the comprehensive coverage of this book useful for their research academic development and practice activity

this book contains the refereed proceedings of the third international conference on exploring services science iess which was held in geneva switzerland in february 2012 at the conference researchers from all over the world presented innovative ideas research and applications in the design management and evaluation of services this year the main theme was the interdisciplinary aspect of services the 22 full papers accepted for iess were selected from 46 submissions and presented ideas and results related to innovation services discovery services engineering and services management as well as the application of services in information technology business e learning and public administration

based on four empirical studies moritz merkle examines the introduction of humanoid robots to the frontline service encounter in a customer centric approach focusing on customer expectations and customer responses the author identifies desirable robotic behavioral cues and shows that service robots meet great acceptance among customers after service failures customers are even more likely to forgive service robots than human employees further he shows how crucial it is to manage customer expectations that depend on cultural dimensions and internal reference categories

unrivalled coverage of a broad spectrum of industrial engineering concepts and applications the handbook of industrial engineering third edition contains a vast array of timely and useful methodologies for achieving increased productivity quality and competitiveness and improving the quality of working life in manufacturing and service industries this astoundingly comprehensive resource also provides a cohesive structure to the discipline of industrial engineering with four major classifications technology performance improvement management management planning and design control and decision making methods completely updated and expanded to reflect nearly a decade of important developments in the field this third edition features a wealth of new information on project management supply chain management and logistics and systems related to service industries other important features of this essential reference include more than 1 000 helpful tables graphs figures and formulas step by step descriptions of hundreds of problem solving methodologies hundreds of clear easy to follow application examples contributions from 176 accomplished international professionals with diverse training and affiliations more than 4 000 citations for further reading the handbook of industrial engineering third edition is an immensely useful one stop resource for industrial engineers and technical support personnel in corporations of any size continuous process and

discrete part manufacturing industries and all types of service industries from healthcare to hospitality from retailing to finance of related interest handbook of human factors and ergonomics second edition edited by gaviel salvendy 0 471 11690 4 2 165 pages 60 chapters a comprehensive guide that contains practical knowledge and technical background on virtually all aspects of physical cognitive and social ergonomics as such it can be a valuable source of information for any individual or organization committed to providing competitive high quality products and safe productive work environments john f smith jr chairman of the board chief executive officer and president general motors corporation from the foreword

in their efforts to become more customer focused companies everywhere find themselves entangled in outmoded systems metrics and strategies rooted in their product centered view of the world now to ease this shift to a customer focus marketing strategy experts roland t rust valarie a zeithaml and katherine n lemon have created a dynamic new model they call customer equity a strategic framework designed to maximize every firm s most important asset the total lifetime value of its customer base the authors customer equity framework yields powerful insights that will help any business increase the value of its customer base rust zeithaml and lemon introduce the three drivers of customer equity value equity brand equity and retention equity and explain in clear nontechnical language how managers can base their strategies on one or a combination of these drivers the authors demonstrate in this breakthrough book how managers can build and employ competitive metrics that reveal their company s customer equity relative to their competitors based on these metrics they show how managers can determine which drivers are most important in their industry how they can make efficient strategic trade offs between expenditures on these drivers and how to project a financial return from these expenditures the final section devotes two chapters to the customer pyramid an approach that segments customers based on their long term profitability and an especially important chapter examines the internet as the ultimate customer equity tool here the authors show how companies such as intuit com schwab com and priceline com have used more than one or all three drivers to increase customer equity in this age of one to one marketing understanding how to drive customer equity is central to the success of any firm in particular driving customer equity will be essential reading for any marketing manager and for that matter any manager concerned with growing the value of the firm s customer base

this edition presents cutting edge conceptual and empirical approaches for managers to conduct relationships with consumers

services marketing 6 e recognizes that services present special challenges that must be identified and addressed in real circumstances the heart of the book s content is to develop strong customer relationships through quality service the book also focuses on knowledge needed to implement service strategies for competitive advantage across industries

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