

Customer Expectations of Service

- Meaning and Types of Service Expectations
- Factors that Influence Customer Expectations of Service
- Issues Involving Customers' Service Expectations

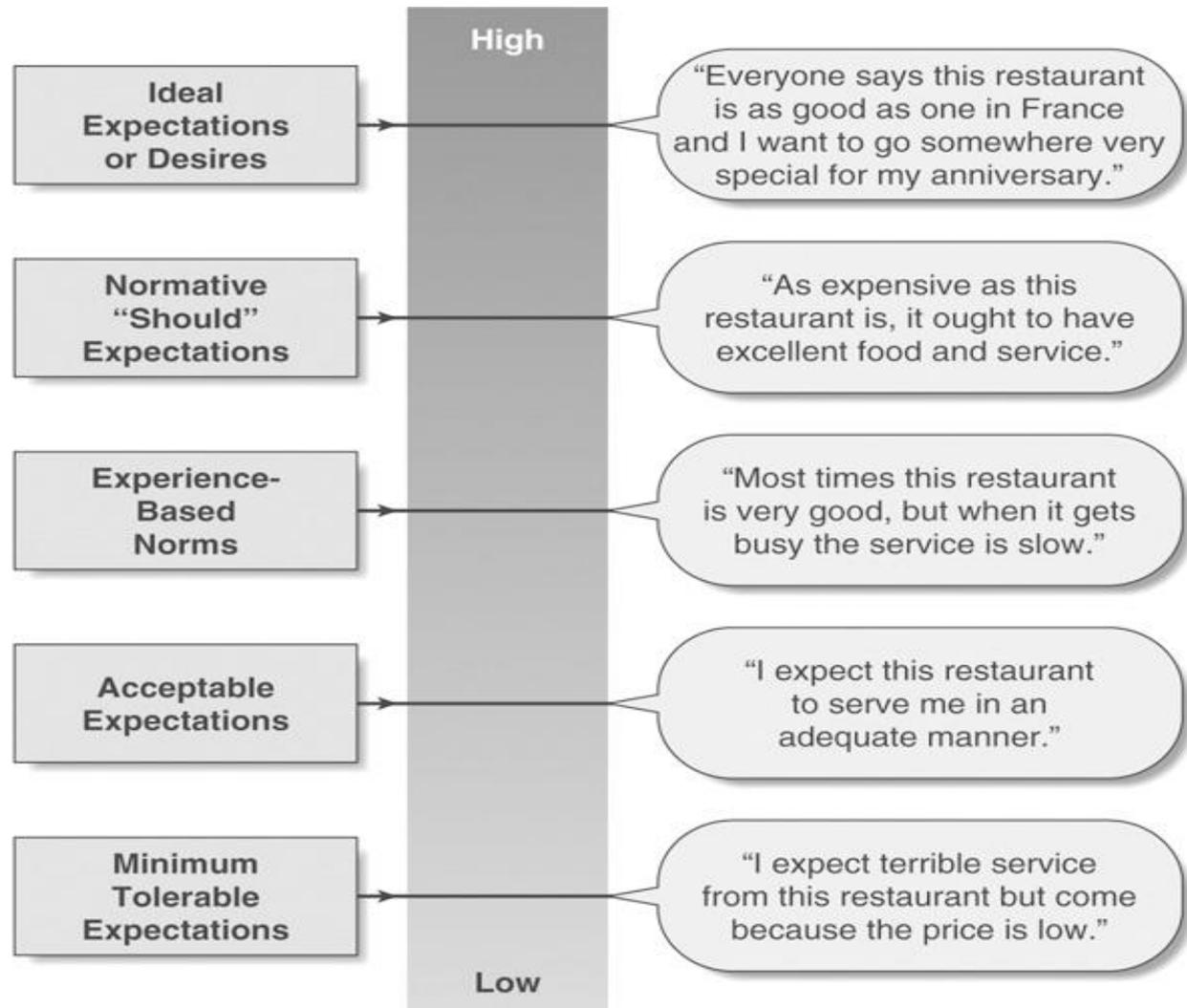
Objectives for Chapter 4: Consumer Expectations of Service

- Recognize that customers hold different types of expectations for service performance.
- Discuss the sources of customer expectations of service, including those that are controllable and uncontrollable by marketers.
- Acknowledge that the types and sources of expectations are similar for end consumers and business customers, for pure service and product-related service, for experienced customers and inexperienced customers.
- Delineate the most important current issues surrounding customer expectations.

Possible Levels of Customer Expectations

FIGURE 4.1
Possible Levels of
Customer
Expectations

Source: R. K. Teas, "Expectations, Performance Evaluation and Consumers' Perceptions of Quality," *Journal of Marketing*, October 1993, pp. 18-34. Reprinted by Permission of the American Marketing Association.



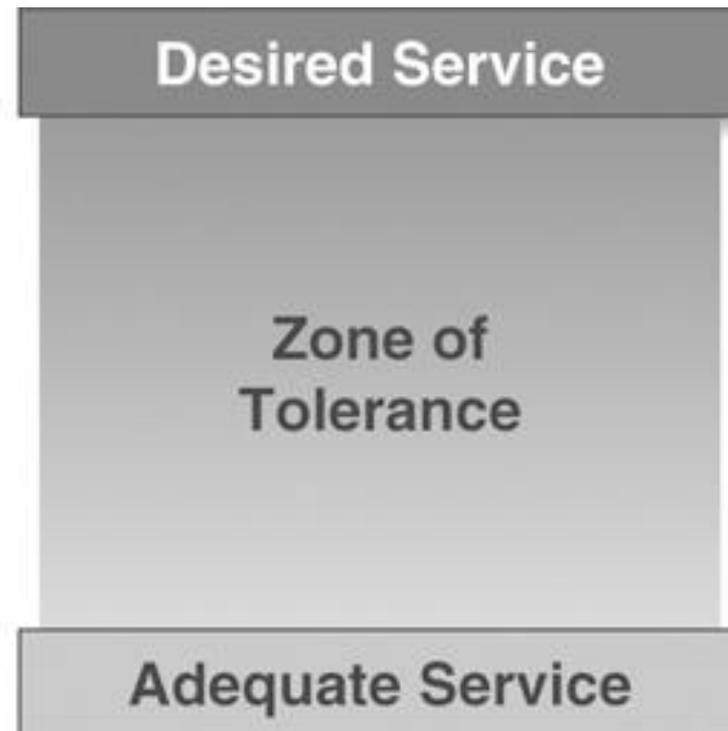
Dual Customer Expectation Levels

FIGURE 4.2
Dual Customer
Expectation Levels

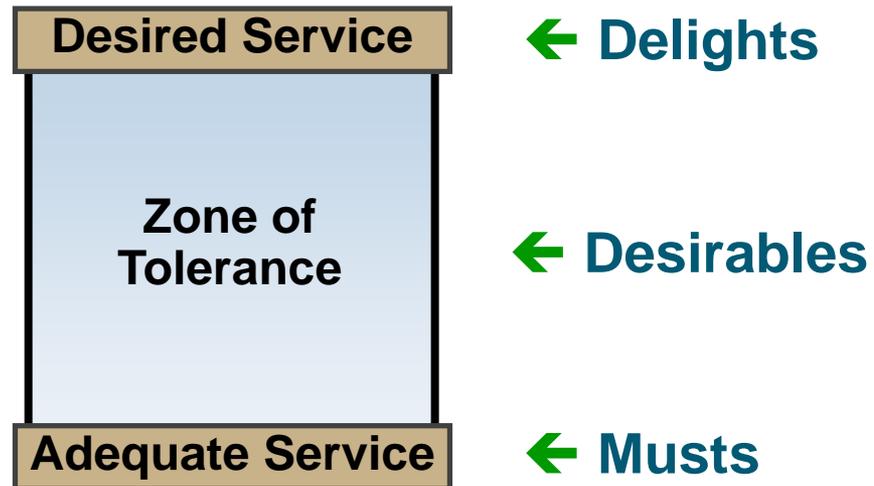


The Zone of Tolerance

FIGURE 4.3
The Zone of Tolerance



The Zone of Tolerance



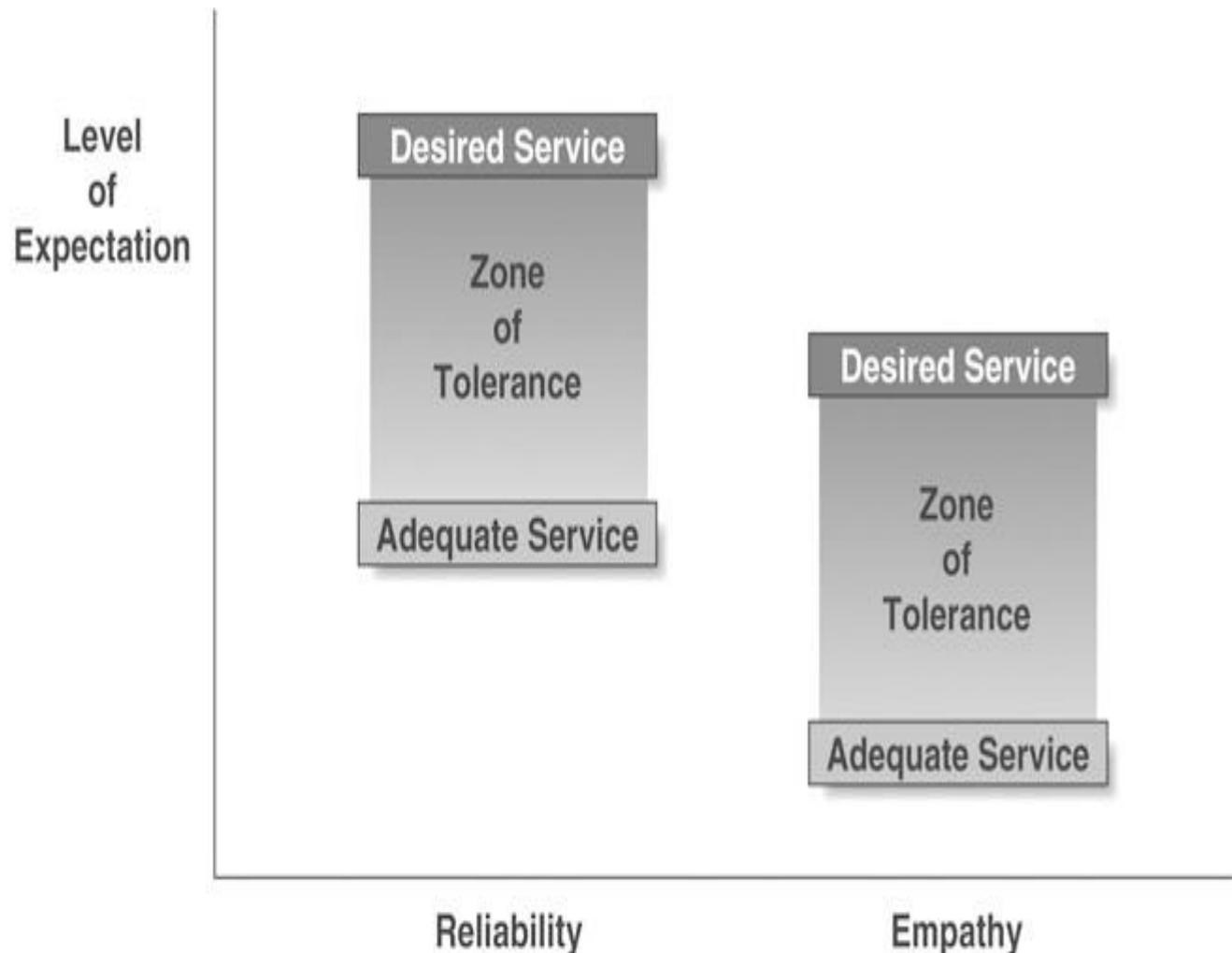
Zones of Tolerance

- The range of expectations between desired and adequate...
 - can be wide or narrow
 - can change over time
 - can vary among individuals
 - may vary with the type of product/service

Zones of Tolerance for Different Service Dimensions

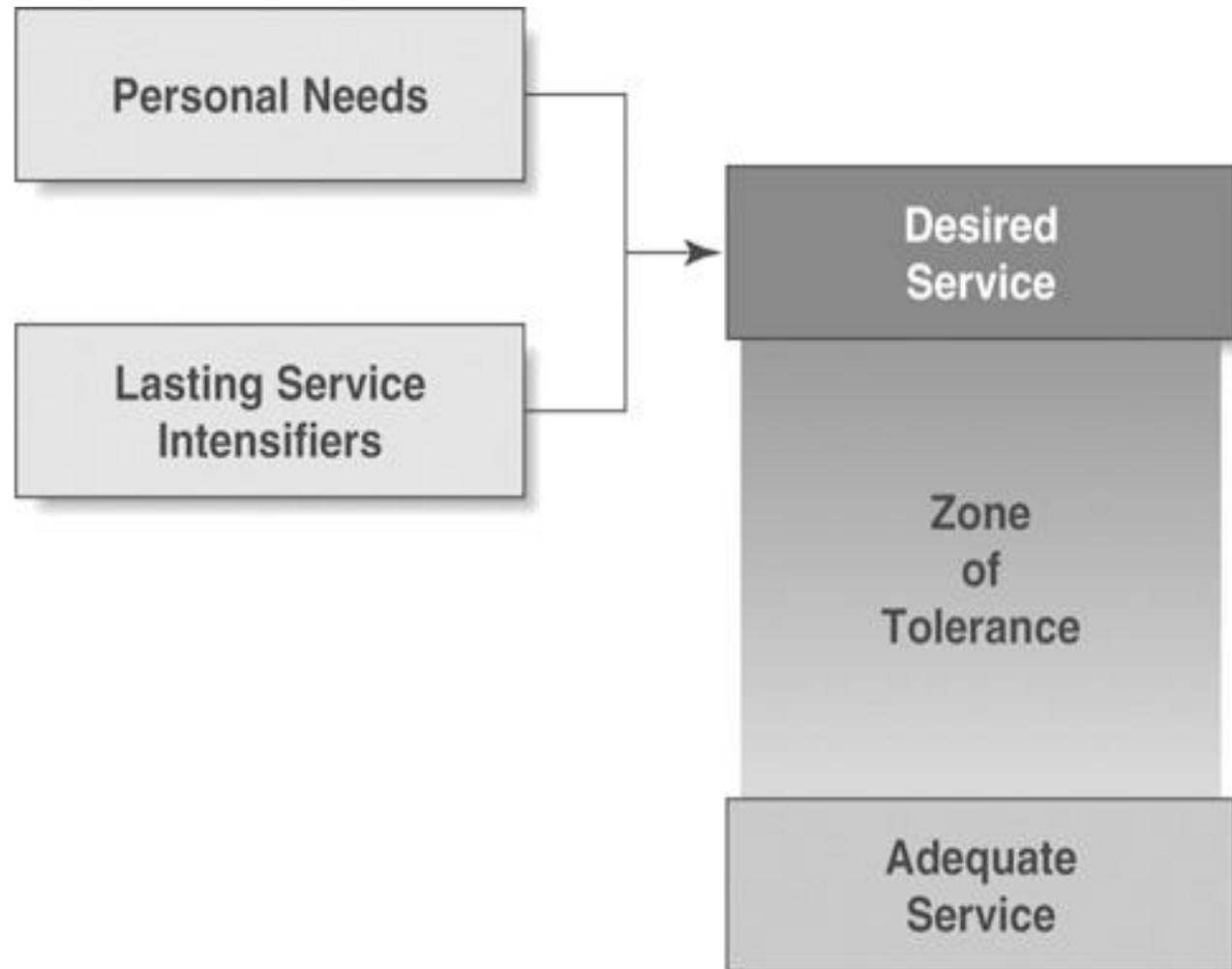
FIGURE 4.4
Zones of Tolerance
for Different Service
Dimensions

Source: L. L. Berry,
A. Parasuraman, and
V. A. Zeithaml, "Ten Lessons
for Improving Service
Quality," *Marketing Science
Institute*, Report No. 93-104
(May 1993).



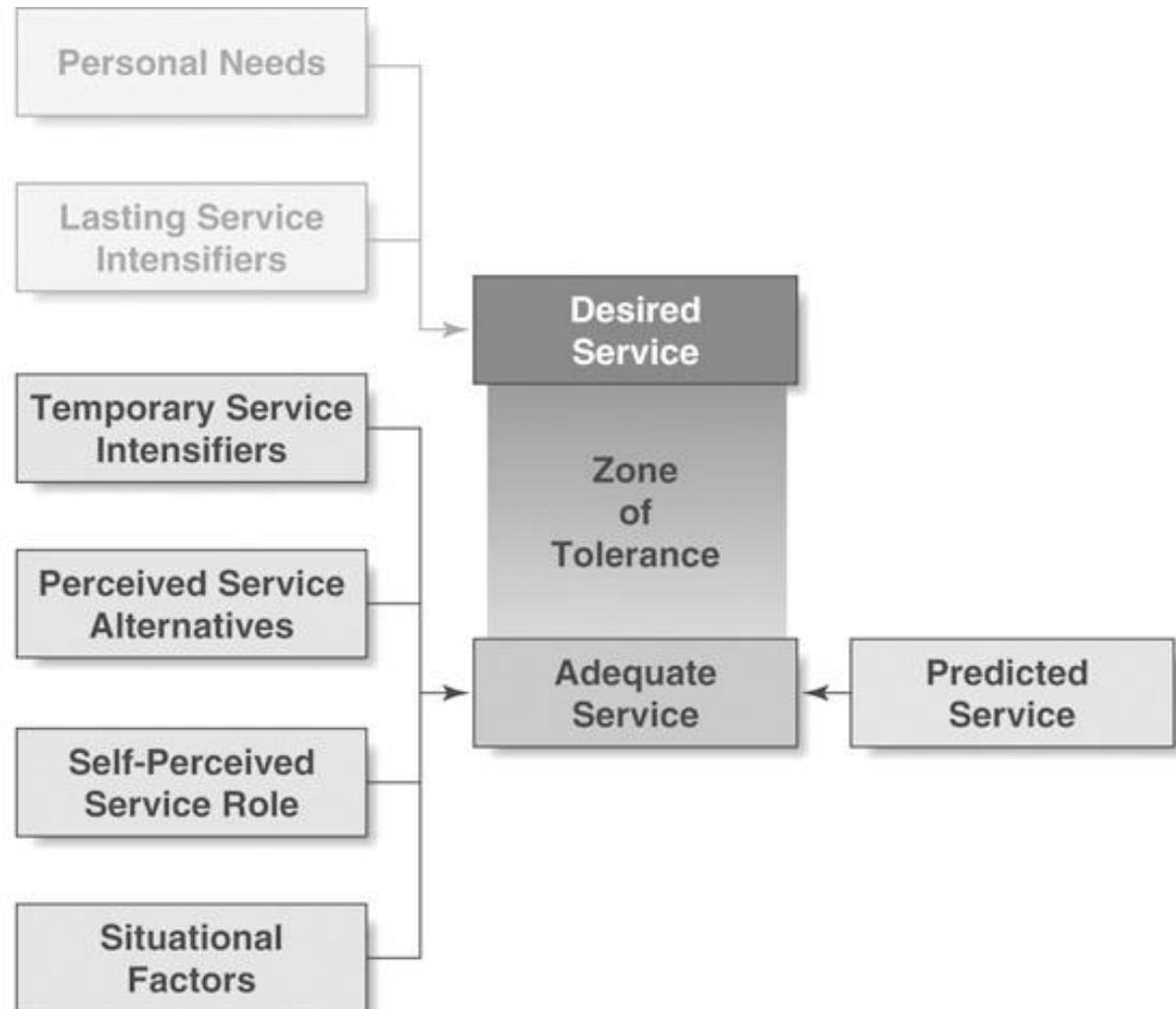
Factors That Influence Desired Service

FIGURE 4.5
Factors That
Influence Desired
Service



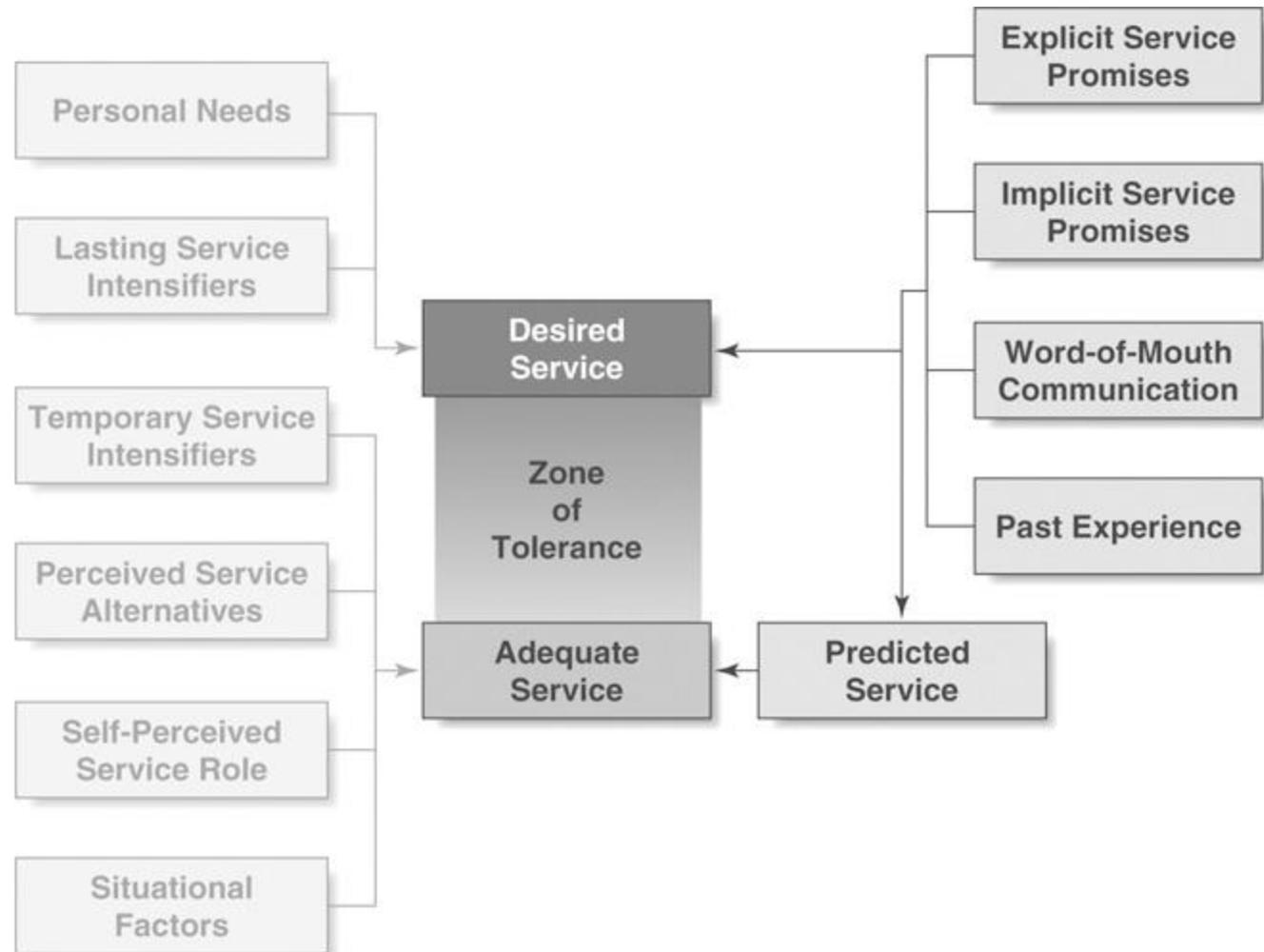
Factors That Influence Adequate Service

FIGURE 4.6
Factors That
Influence Adequate
Service



Factors That Influence Desired and Predicted Service

FIGURE 4.7
Factors That Influence Desired and Predicted Service



Explicit Promises from Paytrust

The screenshot shows the Paytrust website interface. At the top, there's a navigation bar with 'Intuit Home' and 'Intuit Products'. Below that is a search bar. The main header features the 'PAYTRUST' logo and three main navigation buttons: 'Learn More', 'Features', and 'Enroll Now'. Underneath these are sub-links for 'HOME', 'FAQ', and 'CONTACT US'. The main content area has a headline 'Paying Bills Has Never Been Easier' and a sub-headline 'Click. The bills are done.' followed by a paragraph describing the service. There are three main sections: 'A Complete Solution', 'Flexible Account Options', and a list of service plans. The 'View the Guided Tour' button includes a note 'Requires Flash 6.0 or higher.' and a 'Get macromedia FLASH PLAYER' button. The bottom of the page shows a Windows taskbar with the 'start' button and several open applications: 'AT&T Yahoo! Messenger', 'Paint', 'AT&T Yahoo! - AT&T ...', and 'Paytrust : Paying Bills...'. The system clock shows '8:32 PM'.

Intuit Intuit Home Intuit Products

Search

PAYTRUST Learn More Features Enroll Now

HOME FAQ CONTACT US

Click. The bills are done.

Paying Bills Has Never Been Easier

No more lost time keeping track of bills and writing checks. Now you can receive and pay all your bills online, from anywhere - home, work or while on the road. As a Paytrust member, you get a highly compelling and unique solution for bill management that was designed to dramatically improve the way you pay bills today.

View the Guided Tour

Requires Flash 6.0 or higher.

Get macromedia FLASH PLAYER

A Complete Solution

With Paytrust all of your bills can arrive online. A partial solution, such as the bill pay services offered by many banks, means that you'll have to manage more parts of the bill process, not less. Unless you can get all of your bills online, you haven't found a better way to pay your bills! With Paytrust, you get the peace of mind of never losing another bill or missing a payment. Plus, Paytrust's unique SmartBalance™ technology automatically balances your checkbook.

Flexible Account Options

Even if you are familiar with all the benefits of Paytrust's Complete Bill Management service, you may still decide that you prefer to receive all of your bills at home rather than online. Whatever your needs, Paytrust has a service plan to match. Select from the following flexible account options:

- **Complete Bill Management** - Paytrust's flagship award-winning service that enables you to receive, review, pay and organize all your bills online in one secure and convenient location. There are two price plans to choose from for Complete Bill Management:

Plan 1	Plan 2
\$4.95/month	\$12.95/month
\$0.50 per transaction	30 FREE transactions
	\$0.50 for each additional transaction

start AT&T Yahoo! Messenger Paint AT&T Yahoo! - AT&T ... Paytrust : Paying Bills... 8:32 PM

Paytrust's explicit service promises that influence desired service

Frequently Asked Questions About Customer Expectations

- What does a service marketer do if customer expectations are “unrealistic”?
- Should a company try to delight the customer?
- How does a company exceed customer service expectations?
- Do customer service expectations continually escalate?
- How does a service company stay ahead of competition in meeting customer expectations?