

MANAGING QUALITY IN THE SERVICE EXPERIENCE



Dr Frédéric Dimanche

MODULE LEADER

Frédéric Dimanche, Ph.D., is Head of the Center for Tourism Management at CERAM Business School Nice – Sophia Antipolis. Before returning to Europe, he spent nearly 20 years in the USA where he worked in tourism and hospitality marketing research, consulting and education. Throughout his career, he has focused on consumer behaviour and service. During his career he has contributed to organisations including The New Orleans Hotel Sales and Marketing Association, Harrah's New Orleans Casino and *Le Palais des Festivals de Cannes*.

RECOMMENDED READING

- Pine, B. J. and Gilmore, J. H., (1999), *The Experience Economy: Work is Theatre and Every Business a Stage*, Harvard Business School Press, USA, ISBN-10: 0875848192
- Gilmore, J. H. and Pine, B. J., (2002), *Differentiating Hospitality Operations via Experiences: Why Selling Services Is Not Enough*. *Cornell Hotel and Restaurant Administration Quarterly*, 43: 87-96
- Smith, H. and Wheeler, J., (2002), *Managing the Customer Experience: Turning Customers into Advocates*, Prentice Hall, London, UK ISBN-10: 0273661957

PRICE

CHF1,800 (~€1,100)

Prices in Euros (€), as at September 2007, are only an indication; payment will be in Swiss Francs (CHF)

MODULE DESCRIPTION

In the experience economy, we are moving away from managing service excellence to offering **excellent experiences**. How does the advent of the "experience economy" affect your business? How will you manage quality? Can you customize your services for each customer and yet assure quality experiences? After considering essential service and quality management tools, the Module will address how you should increasingly work to design the experience of the service and not just design the service itself. You will be challenged to a new approach to service quality and delivering experiences in order to help you redesign your own service portfolio to create satisfied customers and increased profitability.

As a result of this Module, you will be able to implement service quality audits in your organization and understand the need to go beyond service quality to achieve customer satisfaction. When you return to your organization you will be ready to implement a service-redesign to market and provide **memorable customer experiences** each time and every time.

LEARNING OBJECTIVES

By the end of the Module, participants will be able to:

Knowledge

- Identify customer service expectations in the experience economy
- Explain the fundamentals of service quality as perceived by consumers

Competencies

- Apply the service blueprint to optimize cost and quality
- Practise and apply the "gap model" for service failures
- Apply the management of service quality with the SERVQUAL model
- Assess experience design rather than service design

Mindset

- Elaborate service design to focus on customer experience

METHODOLOGY

- Interactive learning sessions
- Case studies
- Off-the-seminar-room assignments
- Individual and group presentations
- Class discussions.

PARTICIPANTS

- Managers and executives in the service industry