

Class Participation Score

I feel that based on my performance throughout the entire semester, I have earned a 99%. The remainder of this paper will provide details that justify my opinion.

I feel that I made a continual and significant contribution to our services marketing class. As an enthusiastic and dedicated student, I looked forward to class, attending every session, and always arriving early. I was always in class physically, as well as mentally. I read assignments prior to class, and was prepared for every session. I was constantly attentive, listening to the instructor as well as other students. Not only was I able to answer every question posed by the instructor, but answered a significant number of them in class. I was oftentimes the only student in the class who would raise their hand to answer questions. I asked questions before, after, and during class when a specific topic was unclear, and participated in class daily. I turned in assignments significantly early, in some cases several months, and always began assignments well before the due date.

I feel that I was a role model for other students in the class. I can honestly say that I have exhibited all of the qualities of a good customer (student), which were discussed at the beginning of the semester. I especially took pride in the quality of my work in class, and in assignments that were turned in. I created no class interruptions, and had a positive attitude and willingness to learn. I participated fully in all group activities, demonstrating leadership qualities in each and every discussion.

I feel that the appropriate criteria for evaluating my co-production as a student (customer) of this class are obvious. I feel that my grades in services marketing, as well as my constant preparation, attendance, and participation in class have been evident from the beginning. I feel that I have earned a 99% in services marketing.

I will now cite specific comments that I made throughout the semester that I feel exhibit the magnitude and eminence of my participation.

1/14 First Day of Classes

1/16 I gave the instructor several things I think a student should do in class to ensure good service quality and maintain their part of the student/teacher “contract”.

1/20 I said that customer expectations are what the customer thinks will happen, or should happen, during the service delivery process.

1/22 When asked about the video clip “Clerks”, I commented that I thought that because the employee most likely only makes minimum wage, that he doesn’t care about serving the customer, causing a customer gap.

1/22 I added that one reason a service is hard to evaluate is because you can not always tell if the service was a good experience as soon as it is over. I gave the example of surgery.

1/27 I reminded the class that customers who were involved with the same service experience could evaluate the service differently because people perceive the service quality on different levels.

1/29 I said one factor that influences customers’ service expectations is the word-of-mouth that they have heard from family and friends. If someone went to a restaurant and had a good experience, they might tell their family and friends about the wonderful service experience. This would impact and influence a person who has never been to the restaurant, taking their expectations of the restaurant to a higher level.

2/3 I said that one reason customers are often dissatisfied is because what they wanted and expected to occur during the service failed to transpire.

2/5 An example of empathy in service quality is a doctor, and hospital, where you must have caring concern for your patients.

2/10 I said one reason you need to know what customers expect is so that you can satisfy their needs and desires through the service delivery process.

2/12 I added one reason to solicit customer complaints is to identify the most common problems in an organization, so that they can be corrected.

2/17 I said that businesses should keep current customers as opposed to attracting new ones because they save a lot of money in advertising and attracting customers. In addition, the lifetime value of a customer can be immense.

2/19 I argued that all customers should not be treated equally. I feel that extremely loyal and profitable customers should be rewarded, and should be given extra attention.

2/24 Service loyalty is beneficial for both customer and service providers. Service providers benefit financially, while customers may receive special perks, form relationships with service employees, and feel good about their patronage.

2/26 As we continued on with our discussion about the customer, I suggested that that customer is not always right. The customer may be a problem customer, and causing the business to actually lose money.

3/2 I stated that the Berry’s guarantee may not be as good as it seems because there are such specific terms, and also that most people would not go to all the trouble of the guarantee to save a little money.

3/2 I added that the Super Cuts guarantee would not “recover” from the unsatisfactory experience because once your hair is cut, it is gone. You can’t change that, or make up for it.

3/2 Super Cuts guarantee may not be very appealing or effective because although the business will re-cut your hair if you are not satisfied, you probably wouldn’t want another hair cut if you already had a bad experience.

3/2 Bannigan’s guarantee promises fast lunchtime service, but does not promise anything about food quality.

3/2 I said that the Speedy Muffler King’s guarantee stated things that any customer should be able to expect from any service provider.

3/4 NO CLASS

3/9 SPRING BREAK

3/11 SPRING BREAK

3/16 NO CLASS

3/18 When discussing the FedEx guarantee, I pointed out a major problem with the guarantee. Although FedEx will refund your money if the package is delivered late, it may not recover for the lost you suffered because the package was not there. You may have lost your job because you did not have the contents of the package. I do not think that \$20 will make that a customer in that situation a satisfied one.

3/23 While we were discussing “Creative Dating”, you showed the class a list of items you told Amy to bring on your creative date. You wanted us to guess where you were headed on your date. No one in the class responded, so I guessed the Grand Canyon. I was wrong, your date was in San Diego.

3/25 We were discussing servicescapes, and were shown different classrooms at BGSU. I contributed that I thought the layout of BA 1008 is confrontational, and easier to communicate with other students.

3/25 I commented that I felt one of the reasons that the American Red Cross gave “Life Giver Certificates” out to blood donors was so that they had a feeling of real accomplishment, and would continue to give in the future.

3/25 I said that I thought one of the reasons the Vanderbilt Hotel had a “Yes, we look here too” card was to show that they pay attention to detail, and that they go above and beyond for their patrons.

3/25 I added that I thought Van Osteen’s lawyer magnet was a cheap and tacky approach to advertising for their industry

3/25 I also gave the example of a car wash when discussing a self service/customer only servicescape

3/30 We met at Panera Bread for class and did group work.

4/1 When discussing the servicescape of Panera Bread, I commented that I thought Panera was a warm, comfortable environment, and that the spatial layout, lighting, colors, and furniture were very appropriate for the setting.

4/1 I also added that I thought the servicescape of Panera was consistent with their position strategy, including the ordering area, which is fast, and the atmosphere of the rest of the restaurant, which encourages people to take their time and chill out

4/1 When discussing a “proper” lawyer’s office, I commented that I thought the servicescape should be warm and inviting, to make clients feel comfortable to discuss legal matters

4/1 I also commented that sometime the employee should come first because some customers are never satisfied, and an organization wouldn’t want to lose a good employee over a matter that was not his/her fault.

4/6 I added the example of a movie theatre to our conversation of how in some industries, the least skilled, lowest paid employees are the ones that are in contact with customers

4/6 Our group had “Compete for the Best People” for our part of the class discussion, and I added that for some company’s, you need a certain “type” of person to fill the position, for example, Dick’s Last Resort.

4/8 When discussing Shouldice Hospital, and the differences in a typical hospital, I said that in a typical hospital a patient is confined to their room, it is a non-socializing environment, and there are many cold, hard surfaces, including the counters, floors, etc.

4/8 Shouldice is different because you walk to your wheelchair immediately after surgery, and people even sometimes want to stay longer than they have to

4/8 An aspect of the bundles of benefits for Shouldice is a very comfortable environment, both physically and emotionally

4/8 Shouldice's target group is middle to late aged men who are highly motivated and ambitious people

4/8 An advantage to being an internal customer at Shouldice Hospital is the good culture, where no one is fired, and things are worked out internally

4/8 The reason that the patients eat together at Shouldice is for reassurance and peace of mind for the patients who are having surgery the next day

4/13 At Shouldice, the surgery technique is so standardized that if something were to go wrong, the staff might not be prepared to handle the situation, and may not have the proper equipment.

4/13 A growth opportunity for Shouldice would be to expand the services they offer, and do other types of surgeries.

4/13 A drawback to expanding Shouldice Hospital might be that the "homey", comfortable feeling may not be as evident. Also, it may be much more difficult to "hide" the surgery area.

4/13 A drawback to expanding the services offered at Shouldice would be that the common bond among patients may be lost, unless the patients were kept separate.

4/13 A drawback to empowerment is that the employee could overcompensate the customer, and the employees could be inconsistent when dealing with different customers and situations.

4/13 When discussing Dairy Queen, and how I would deal with someone trying to use a Baskin Robin's coupon, I said that it would depend if I were empowered or not. If I was not empowered, I would not have accepted the coupon. I would not want to lose my job over a coupon.

4/15 After our group discussion of the components for "compete for the best people", a Human Resource Strategy, I shared with the class how Disney demonstrates this theory. Potential Disney employees go through "self-selection", Disney University, and other processes, reassuring the staff at Disney that the employees are there for the right reasons, and are willing to accommodate to the "Disney way".

4/15 When discussing the Ritz-Carlton's motto, "We are ladies and gentlemen serving ladies and gentlemen", I added that the company does this to put employees on the same level and importance of the customer.

4/15 When asked about Build-A-Bear, I gave the class a description of the process of building a bear at the store, an activity that requires high customer participation.

4/20 I told the class one reason for a business to expand the customer role is to save money and resources, and to be more productive.

4/20 I also said one reason a company might not want to expand the customer role is because it may change the whole culture and atmosphere. I gave the example of a very nice, elegant restaurant, who starts having customers clean their own tables. It would change everything.

4/22 After discussing the complaint letters in our group, I was voted to have the best recovery by the service provider. I explained to the class my complaint at Showcase Cinemas, and went into detail about their service recovery, which went above and beyond my expectations.

I feel that my hard work, dedication, and professionalism are evident from many of my comments. I feel that I contributed greatly to this class, and have enhanced the learning experience for everyone involved. Therefore, I feel that I have earned a 99% participation score. I feel that this is a fair assessment of my performance in services marketing this semester.