

Distributing Services Through Physical and Electronic Channels

Distribution in a Services Context





Veer

in the services, there is often nothing to move

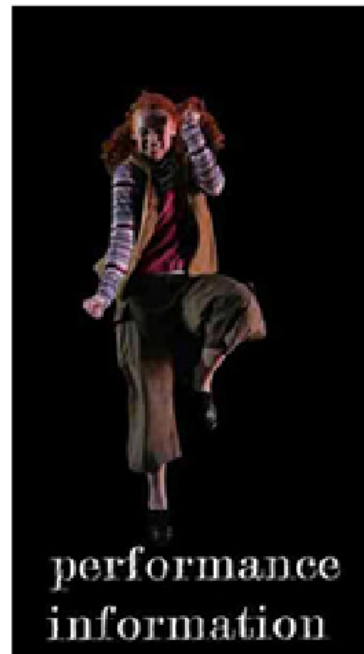
experiences, performances, and solutions



experiences, p



es, performances, ar



s, and solutions



in the services, there is often nothing to move

experiences, performances, and solutions



in a sale cycle, we can observe



information and
promotion flow



negotiation flow

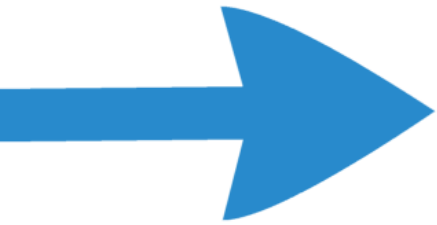


product flow

both - core and supplementary
services are distributed



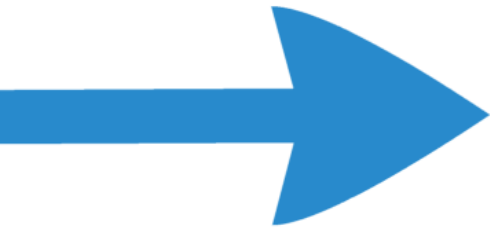
information and
promotion flow



Don't sign anything until you read this!

negotiation flow





product flow



information and
promotion flow

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Determining the Type of Contact: Options for Service Delivery

Decisions on where, when, and how to deliver service have important effects on the nature of customers' service experiences



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on the nature of
customers' service
experiences







Nothing.



options

customer visit
the service site

provider goes to
the customer



the transaction is
conducted remot

options



customer visit
the service site





NO STOPPING
EXCEPT TRUCKS
LOADING & UNLOADING
7AM-7PM
EXCEPT SUNDAY

NO STOPPING
EXCEPT BUSES

MN0730

Two people walking in the background on the sidewalk.

A man in a dark jacket and blue shirt talking on a mobile phone, standing next to the bus stop shelter.

THE SERVICE SITE



provider goes to
the customer



the transaction is
conducted remotely

the customer



the transaction is
conducted remotely

channel preferences vary

different cost

different experience for the customer

...

Place and Time Decisions

complementary service --> different distribution strategies

constraints

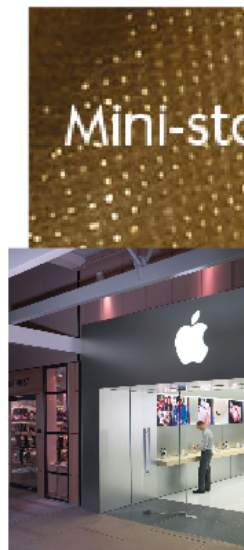
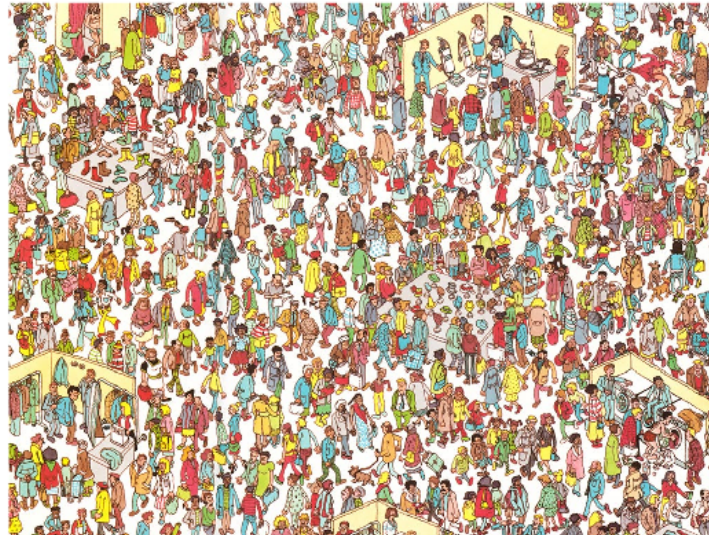


Place and Time Decisions

score vs. supplementary service --> different distribution strategies



location constraints



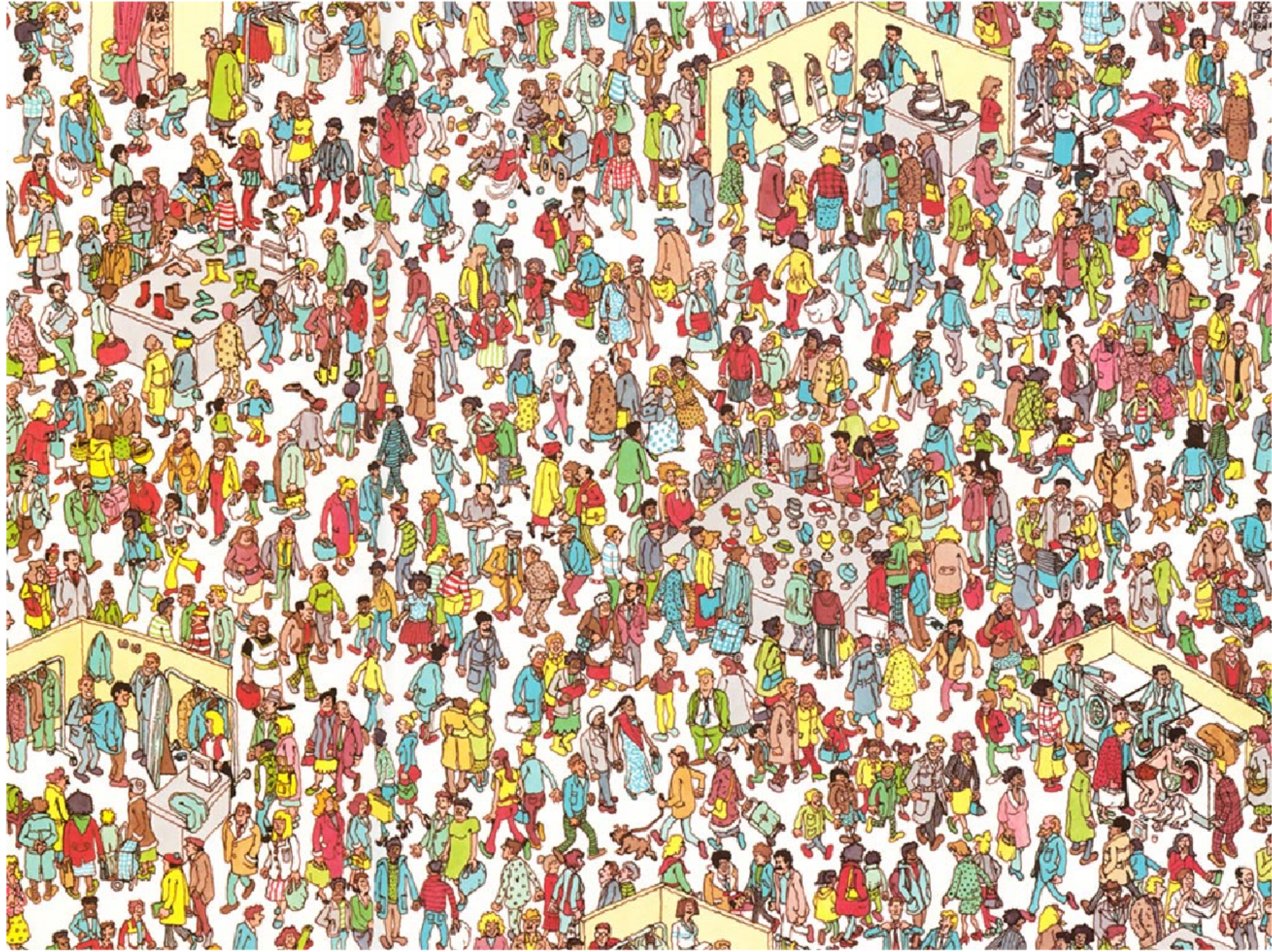
where



when

where

location constraints





Mini-stores



multipurpose facilities



where



when

when

24 | 7



Delivering Services in Cyberspace

internet facilitates: information, negotiation,
service, transactions, and promotion

easy feedback

well-informed sales assistant

not all customers like to use self-service equipment

*interconnection (e.g.,
mobile and CRM systems)*

Delivering Services in Cyberspace

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affiliate marketing



affiliate marketing



<http://www.startupnation.com/articles/9532/1/internet-marketing-trends-2010.htm>

The Role of Intermediaries

supplementary services - often outsourced

franchising

A franchisor recruits entrepreneurs who are willing to invest their own time and equity in managing a previously developed service concept

licensing another supplier

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Distributing Services Locally vs. Internationally

what to think about?

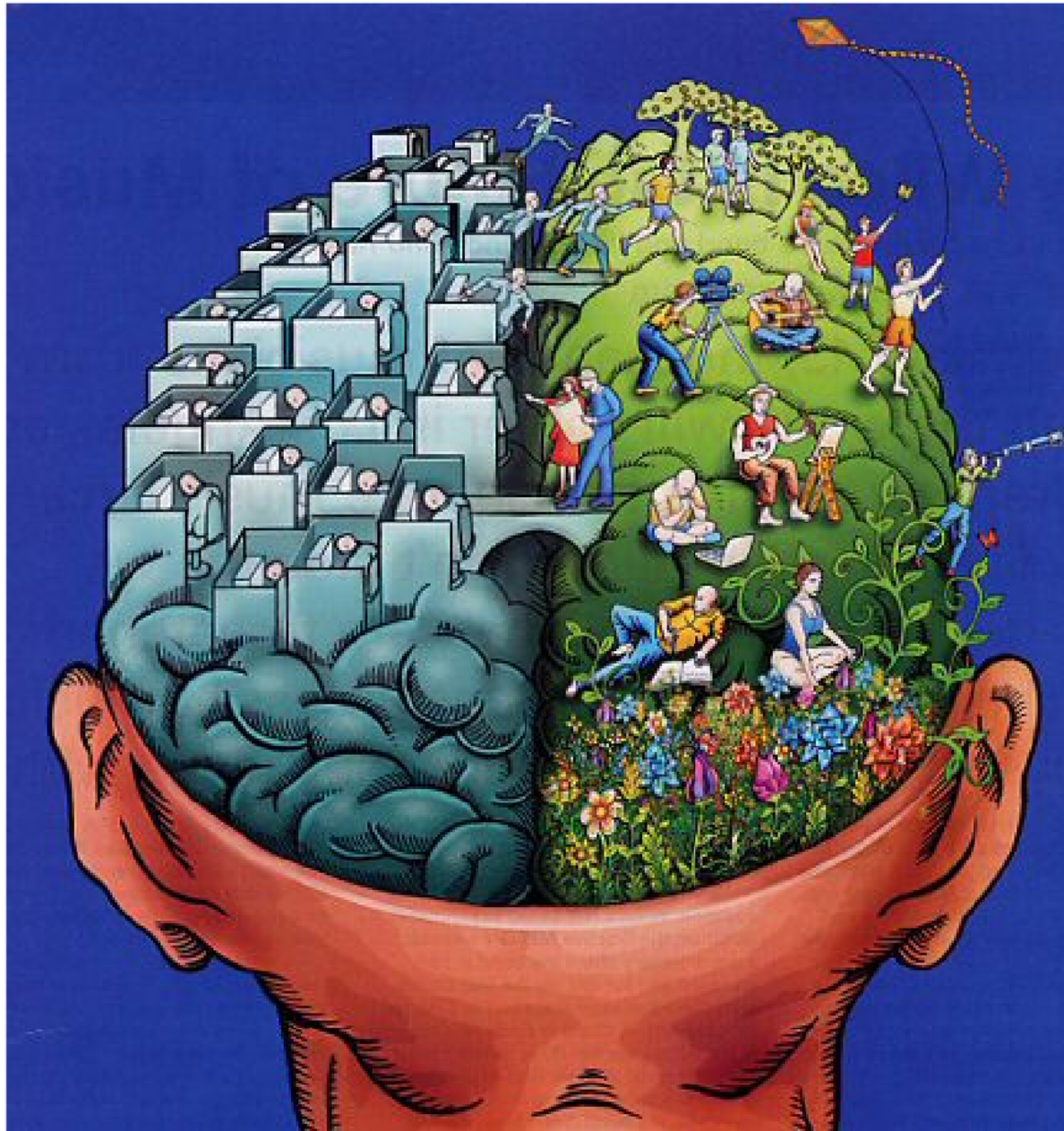


multiculturalism

language

time 20

what to think about?



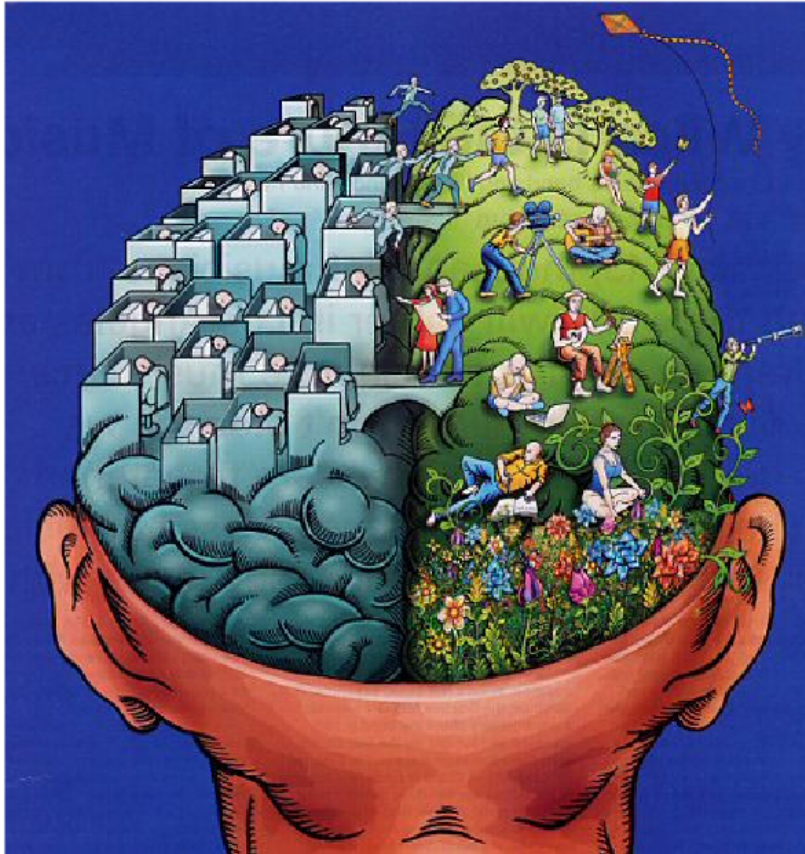
multic

offici

law

Locally vs. Internationally

what to think about?



multiculturalism

official language

physical logistic

law and tax rates

time zones

WHAT TO DO at a glance

what to do?

- export the service concept or export the service to a local service factory
- import customers
- transport customers to new locations or export information via ICT and transform it locally

