

HTH501 Final Exam Study Questions – W2017

Below is a list of questions for the HTH501 Advanced Service Management final exam. All questions are to be answered using a short answer format. Bullet point answers are acceptable. If we cannot read your writing, we cannot assess your work. Excessive spelling and grammatical errors will be penalized by a half mark (Any more than once per question). The exam will have 5 of the 14 questions below plus an additional question not listed below. You will not know which 5 until you start writing the exam. You will have 75 minutes to complete the exam. While studying with other students is acceptable for this exam, the mass electronic distribution or sharing of a study sheet will be deemed a form of plagiarism. The final exam is worth 250 points.

1. From the reading *Welcome to the Experience Economy* (Pine & Gilmore, 1998), identify five key experience-design principles and explain them using examples from the reading.
2. Identify the steps and actions that explain the job-centric service innovation model from reading *The Secret to True Service Innovation* (Bettencourt, Brown & Sirianni, 2013)
3. Is the below statement about service design tools accurate? Explain why or why not?
“Customer journeys provide external understanding of the customer while customer insights help you understand the needs of the customer from a granular level.”
4. You have become the front office manager of a small boutique hotel in downtown Toronto that mostly services business customers. The manager hired you to improve the guest experience. From the different service design tools from the Tools chapter in your readings (Reason, Lavrans, & Flu; 2015), which one would you use and why would you use it?
5. According to Muskat et al. (2013) what are some of the different research approaches museums have considered in the past to measure service quality? What new approach did they use in their research to assess museum experiences of Gen Y.
6. Based on service clues reading (Berry et al., 2006), identify and explain the three different types of service clues. Which type of clues are more correlated with the likelihood of someone recommending a service.
7. In 1997 Yellow Transportation was listed as one of the “least admired companies” by Fortune Magazine, however by 2007 they had been listed as one of the “most admired companies” for the 5th year in a row (Bitner, Ostrom & Morgan, 2008). Explain how Yellow Transportation used service blueprinting to design new services and improve existing services. Provide one example for each (design new and improve existing).
8. Aramark Parks and Resorts used service blueprinting as a technique to improve customer service and retention (Bitner, Ostrom & Morgan, 2008). Identify two new services that Aramark introduced and explain reason why the introduced the service.
9. Draw a figure with the typical components of a service blueprint. Explain some typical elements which would be a consideration for each of the components when a guest is ordering a Big Mac at McDonald’s.
10. In the article about managing the softer side of customer service,(Dasu & Chase, 2010) referred to an acronym called ETC. Identify and explain the different elements of the acronym.
11. From the article *Can You Hear Me Now* (Gorry & Westbrook, 2011), identify three companies who are listening to customer stories. For each company identify the source of the story, problem they are solving and the outcome.
12. Explain two of the product design choices that Commerce Bank made when designing their uncommon service (Frei & Morris, 2012). For each of the choices, make sure to clearly explain the tradeoff.
13. What were the two key research findings in the Stop Trying to Delight Your Customers (Dixon, Freeman & Doman, 2010).
14. From the reading Stop Trying to Delight your Customers (Dixon, Freeman & Doman, 2010); how is CSAT different than CES?