

SERVICES MARKETING
CONCEPTS, STRATEGIES, & CASES

服务营销精要

概念、战略与案例

[第3版]

K. Douglas Hoffman John E. G. Bateson 著

营销学精选教材·英文影印版

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出版者说明

进入 21 世纪,市场营销科学在中国开始向纵深发展,一方面,广大营销学者继续追踪国际学术界在市场营销研究前沿的探索 and 深化;另一方面,学者们也在致力于发展对中国现实更具解释力的营销理论,并且在这两个方面,都取得了非常实质性的进步和成果。营销学是一门应用科学,随着社会和经济的发展,许多新问题、新现象不断出现,新的营销理论和观点也纷纷出现,国内外学术界的研究兴趣点也就相应发生变化。在中国,营销现实日渐变得丰富多样,理论研究逐步规范化和科学化,高等院校的教学内容和方式也随之发生了很大变化,教师和学生都不再满足于 20 世纪 80 年代引进的一批偏重管理学的“营销学理论”教科书。营销学科在中国的日渐成熟和发展,迫切要求具有更高学术水平和更强现实指导能力的教科书,不但能够带给学生最前沿、最深刻的学术思想和从事研究的科学方法,而且教给学生在实际工作中进行正确决策的科学指导。

基于此,北京大学出版社引进出版了《营销学精选教材》系列丛书(本丛书包括影印版和翻译版,个别影印版有局部删节),在选择这些书的过程中,我们得到了北京大学光华管理学院郭贤达老师、西安交通大学管理学院庄贵军老师、武汉大学经济管理学院汪涛老师、大连理工大学管理学院董大海老师、中国人民大学商学院李先国老师等学者的真诚帮助,在此,对他们表示最诚挚的感谢!我们希望这些书带给广大读者的是对营销科学的兴趣和激情,是深刻的学术思想和科学的研究方法,是从事营销实际工作时最好用的工具,同时也是广大教师和学生最好用的教科书。

《营销学精选教材》是一个开放的系列,根据现实情况的发展和需要,我们还会陆续引进其他品种,在此,诚邀各位专家学者热情推荐优秀的营销学图书(em@pup.pku.edu.cn)。此外,真诚欢迎广大读者在使用过程中对我们的图书提出宝贵的意见和建议。

北京大学出版社
经济与管理图书事业部
2005 年 12 月

丛书序言

20世纪80年代,市场营销学开始在我国迅速传播和发展。80年代以来,设立该专业或开设市场营销学课程的高等院校数量显著增多,研究工作亦有显著的进展。尤其是90年代以来,随着中国市场化改革进程的加快,社会急需大量的受过专业训练的市场营销人才,更是推动了我国高等院校中市场营销专业教育的迅猛发展。自此以后,市场营销学可以说是基本上实现了在我国的启蒙和普及。

随着第一阶段启蒙和普及目标的实现,当前国内对于市场营销的研究和教育开始向两个方向发展:其一就是对当前国际学术界在市场营销研究前沿的追踪和深化;其二就是结合国内市场环境的特点和经济发展的需要,实现市场营销理论的本土化,发展对中国现实更有解释力的市场营销理论。我想,这两个方向会在相当长一段时间内影响国内市场营销学的研究和教育。

营销研究的转型必然要求营销知识的传播机构,主要包括高等教育机构以及出版机构,做出相应调整。以出版为例,在20世纪营销知识的传播和普及中,出版机构扮演着非常重要的角色。实际上,正是菲利普·科特勒博士的《营销管理》教材的引入(我印象中最早的版本是科学技术文献出版社出版的第6版)奠定了国内营销研究的学科基础,而该书从第6版直到第11版的先后引入,也见证了国内市场营销学科快速发展的历程。可以说,在国内其他领域,还很少看见一本教材会对一个学科的教学和研究能产生如此巨大和广泛的影响。然而,从另一个角度,这也许同样暴露出当前国内营销知识传播中所面临着的尴尬境地:如果说一门学科可以只用一本教科书来概括,至少说明我们对这个学科的理解和解说还缺乏足够的甚至是必要的张力和活力。

首先,按照美国市场营销学会会刊主编瓦格纳·卡马库拉的观点,市场营销学是在管理学、行为科学(心理学和社会学)和定量分析(数学和计量经济学)这三门较成熟学科的基础之上发展起来的独立学科。因此,市场营销学有三个侧重:侧重于管理学的叫做“市场营销学理论”,侧重行为科学的称为“消费者行为学”,而侧重营销方法论以及由此延伸出的定量分析手段的则是“市场营销科学”。所以,在市场营销的知识体系中,科特勒博士的《营销管理》只是涉及市场营销理论部分(我个人认为,本书只是营销学的入门读物,对于研究生以上层次并不适用),而营销科学(研究方法)以及消费者行为理论却没有得到同样的重视。

其次,不可否认,科特勒博士的《营销管理》确实是一本非常好的教材,他为市场营销学构建了一个较为全面的分析框架,但是他更强调一个完善的理论体系的勾勒,强调对众家之言的兼容并包,对该体系中的很多主题,却缺乏更详细的扩展和讨论。例如,渠道策略和价格策略是该书公认的薄弱章节。

最后,有些新的营销理论和观点,由于研究视角和范式的不同,很难被该书兼容,因而得不到全面的体现,如服务营销、关系营销以及组织市场营销等。

因此,也许除了科特勒,我们还应该再看点别的。

所以,我们迫切需要更加丰富和高质量的市场营销出版物。

北京大学出版社所引进出版的《营销学精选教材》则很好地顺应了这一要求。目前入选该套丛书的著作有三本,分别是 Roland T. Rust, Katherine N. Lemon 和 Das Narayandas 合作撰写的 *Customer Equity Management*, Roger J. Best 教授撰写的 *Market-based Management: Strategies for Growing Customer Value and Profitability* 以及 James C. Anderson 与 James A. Narus 撰写的 *Business Market Management: Understanding, Creating, and Delivering value*。这是一个开放性的书系,以后还将根据需要,陆续引进其他的品种,欢迎各位专家学者的推荐。

这些入选著作有一些共同特点:其一,这些作者均系出名门,具有深厚的理论素养,在各自领域中均为蜚声世界的大家;其二,虽然这些著作都具有极强的学术价值,但全然不是“书斋的学问”。由于这些作者在理论研究之余,均具有丰富的咨询和实践经验,这就决定了这些著作不会耽于说教、“语言无味,面目可憎”,而是深入浅出,令人耳目一新。

一般说来,一本好的营销学教材应该具备如下的重要特点:首先,一本好书应根植于对某一领域的实际研究,而许多书籍只是给学生提供了一个基于抽象的理论基础上的简单提纲。另外,一本好书应该让学生和营销实践者们很容易看懂,并能在其指导下制定成功的策略,为此,好的教材应列举大量的相关案例,分析具有创造性的策略并结合实际进行评述。而很多书籍要么在论述时缺乏丰富的案例,要么在分析时缺乏理论的深度。

而在这两方面,该套丛书均表现出优秀教材的素质:大度、深刻且平易近人,相信它不仅对于市场营销理论的研究和学习,而且对于营销实务的操作和实践,都是极好的指南。

江涛

武汉大学市场营销系教授

2005年10月于珞珈山

关于本书

适用对象

本教材适用于本科生、研究生、MBA 的服务营销课程。

内容简介

《服务营销精要：概念、战略与案例》(第3版)的主要目的是在将学生引入服务营销领域的同时,让学生熟悉特定的客户服务问题。现在的商业世界不仅需要传统的商业知识,而且对员工在提升客户满意度方面的能力、服务质量和客户服务等保留现有客户的基本技巧的要求也越来越高。

本教材共有16章和15个案例。教材之所以编为“基础性”的,主要是出于两个原因。第一,多年以来,市场上并没有“真正”的服务营销方面的本科生、MBA教材,许多服务营销学的教师在教学中需要使用自己的论文、案例和录像带。这本“基础”教材的存在使得教师可以在讲授基本概念的同时,在适当的情况下插入自己的材料。第二,因为服务营销是一门相对比较年轻的学科,所以需要确定一个所有教师都乐于接受的学习服务营销的框架体系。因此,本“基础”教材提供了一套易于修改的初始框架,在第3版中也是如此。

作者简介

K. Douglas Hoffman 是科罗拉多州立大学(Colorado State University)的营销学教授。在过去的十四年中,Douglas 曾经教授过营销学原理、服务营销、零售管理和营销管理等课程。他的主要教学与科研兴趣在服务营销领域,并且在密西西比州立大学(Mississippi State University)、北卡罗来纳大学(University of North Carolina)和科罗拉多州立大学首次开设了服务营销课程。他还曾经作为访问教授在赫尔辛基经济与工商管理学院讲授服务营销课程。Douglas 曾获教学优秀奖,而且曾经担任过美国营销协会服务营销特别工作组的教育统筹官。他在 *Journal of Retailing*、*Journal of Business Research*、*European Journal of Marketing*、*Journal of Personal Selling and Sales Management*、*Journal of Business Ethics*、*Journal of Services Marketing*、*Journal of Professional Services Marketing*、*Journal of Marketing Education* 及 *Marketing Education Review* 等学术或实践期刊上发表过多篇论文。他还与他人合著出版了下列书籍:《服务营销精要》(第3版),德莱顿出版社;《服务营销管理》(第4版),德莱顿出版社;《市场营销:最佳实践》(第1版),德莱顿出版社。Douglas 目前的研究及咨询领域主要是客户服务/满意及服务营销教育。

John E. G. Bateson 是 SHL 集团的首席执行官,曾任 Gemini 集团的高级副总裁和 Gemini 咨询公司的实施负责人。他是英格兰伦敦商学院的营销学副教授、斯坦福商学院的访问副教授。Bateson 博士在伦敦大学帝国学院获得学士学位,在伦敦商学院获得硕士学位,在哈佛商学院获得营销学博士学位。他在 *Journal of Marketing Research*、*Journal of Retailing*、*Marketing Science* 及 *Journal of Consumer Research* 发表过大量有关服务营销的文章。他还著有《服务营销管理:教材与辅助读物》(德莱顿出版社)和《公共运输营销:一种战略方法》(普拉格出版社)等

专著。Bateson 博士曾积极参与美国营销协会服务部的筹建工作。他在服务委员会任职四年，曾主持过多次 AMA 服务营销论坛的讨论。他还是营销科学学院指导委员会委员。Bateson 博士在服务领域提供广泛的咨询服务。

关键特色

- 包括九大服务行业中不同企业和相关顾客服务问题的多个案例。
- 全球服务背景下的国际化案例。
- 新的企业对企业经营案例。
- 围绕技术进步、人口特征变化和竞争压力是如何持续推动服务业的增长这一亘古主题。
- 对电子服务进行了介绍。
- 每章增设“服务理论前沿”。
- 更新的题库、重新设计的幻灯片。

简要目录

第一部分 服务营销概述

第一章 服务导论

第二章 产品与服务之间的基本差异

第三章 服务部门概述

第四章 服务营销中消费者的决策过程

第五章 服务营销中的伦理问题

第二部分 服务战略:管理服务体验

第六章 服务交付过程

第七章 服务定价

第八章 开发服务沟通组合

第九章 管理企业的有形展示

第十章 人员的问题:管理服务员工

第十一章 人员的问题:管理服务顾客

第三部分 评估和改善服务交付

第十二章 定义和测量顾客满意

第十三章 定义和测量服务质量

第十四章 服务失败和补救战略

第十五章 顾客保留

第十六章 将各部分整合:创建无缝服务企业

第四部分 案例

术语表

索引

教辅产品

教师指导手册、PPT 及习题库

The primary objective of *Services Marketing: Concepts, Strategies, and Cases* is to provide materials that not only introduce you to the field of services marketing but also acquaint you with specific customer service issues. The business world now demands, in addition to traditional business knowledge, increasing employee competence in customer satisfaction, service quality, and customer service, skills that are essential in growing and sustaining the existing customer base.

> APPROACH OF SERVICES MARKETING: CONCEPTS, STRATEGIES, AND CASES

The third edition of *Services Marketing: Concepts, Strategies, and Cases* purposely examines the use of services marketing as a competitive weapon from a broader perspective. Consequently, we view services marketing not only as a marketing tool for service firms, but also as a means of competitive advantage for those companies that market products on the tangible dominant side of the continuum. As a result, business examples used throughout the text reflect a wide array of firms representing the nine service economy supersectors including education and health services, financial activities, government, information, leisure and hospitality, professional and business services, transportation and utilities, wholesale and retail trade, and other services.

Ultimately, the *service sector* is one of the three main categories of a developed economy—the other two being *industrial* and *agricultural*. Traditionally, economies throughout the world tend to transition themselves from an *agricultural economy* to an *industrial economy* (e.g., manufacturing, and mining) to a *service economy*. The United Kingdom was the first economy in the modern world to make this transition. Several other countries including the U.S., Japan, Germany, and France have made this transition and many more are expected to do so at an accelerated rate.

We live in interesting times! The increased rate of transformation from an agricultural to a manufacturing to a service-based economy has generally been caused by a highly competitive international marketplace. Simply stated, goods are more amenable to international trade than services, making them more vulnerable to competitive actions. In other words, countries that industrialized their economies first eventually come under competitive attack by other countries that are newly making the transition from an agricultural to an industrial economy. These newcomer countries offer lower production costs (especially labor), which is attractive to industry. Consequently, as industrial sectors flow from one country to the next, the countries they abandon begin to more heavily rely on the growth of their service sectors as the mainstay of their economies. This whole process repeats itself over and over again as other less developed countries enter the fray; consequently, facilitating the transformation from agriculture to industrial to service-based economies.

> STRUCTURE OF THE BOOK

Services Marketing: Concepts, Strategies, and Cases is divided into four main parts. The first part, "An Overview of Services Marketing," concentrates on defining services marketing and discusses in detail the fundamental concepts and strategies that differentiate the marketing of services from the marketing of tangible goods. The primary objective of Part 1 is to establish a core knowledge base that will be built upon throughout the remainder of the text.

Chapter 1 provides an introduction to the field of services marketing. It establishes the importance of the service sector in the world economy and the need for services marketing education. Chapter 2 focuses more deeply on the fundamental differences between goods and services and their corresponding managerial implications. Chapter 3 provides an overview of the service sector and focuses on the nine service industry supersectors and the most substantial changes taking place within the service sector. New concepts such as the "graying of America" and the "outservicing of America" are presented, and predicted keys to success within the service encounter are also discussed. Chapter 4 focuses on consumer purchase decision issues as they relate to the services field. Consumers often approach service purchases differently from the way they approach the purchase of goods. The first part of the book concludes with Chapter 5, which takes an in-depth look at ethics in the service sector. Because of the differences between goods and services, unique opportunities arise that may encourage ethical misconduct.

The second part of the book, "Service Strategy: Managing the Service Experience," is dedicated to topics that concern the management of the service encounter. Due to the consumer's involvement in the production of services, many new challenges are presented that do not frequently occur within the manufacturing sector. The primary topics in Part 2 are strategic issues related to the marketing mix as well as the Servuction Model including process, pricing, promotion, physical evidence, and people (employee and customer) issues.

Chapter 6 provides an overview of service operations, pinpointing the areas where special managerial attention is needed in the construction of the service process. In addition, the importance of balancing operations and marketing functions in service operations is discussed. Chapters 7 and 8 focus on pricing and communication issues as they relate specifically to service firms. Chapter 9 examines the development and management of the service firm's physical environment. Chapter 10 discusses the many challenges associated with managing employees within the service experience. The service business, by its very definition, is a people business and requires talented managers who can navigate the thin line between the needs of the organization, its employees, and its customers. Part 2 concludes with Chapter 11 where the art of managing service consumers is explored. Due to the impact of inseparability, the consumer's role in service production can both facilitate and hinder the exchange process. Hence, developing a strategic understanding of how the consumer can be effectively managed within the service encounter is critical. Chapter 11 also introduces the fundamental components as well as the advantages and disadvantages associated with customer relationship management (CRM) systems.

Part 3, "Assessing and Improving Service Delivery," focuses on customer satisfaction and service quality issues. Methods are presented for tracking service failures and employee recovery efforts, as well as customer retention strategies. Ideally, assessing

and improving the service delivery system will lead to “seamless service”—provided without interruption, confusion, or hassle to the customer.

Chapter 12 presents an overview of the importance and benefits of customer satisfaction and the special factors to consider regarding measurement issues. Chapter 13 builds from the materials presented in Chapter 12 and discusses conceptual and measurement issues pertaining to service quality and service quality information systems. Chapter 14 presents methods for tracking service failures and employee service recovery efforts. Chapter 15 focuses on the often forgotten benefits of customer retention and discusses strategies that maximize a firm’s customer retention efforts. Chapter 16 concludes this section of the text as well as the entire text with “Putting the Pieces Together: Creating the Seamless Service Firm.” Chapter 16 is dedicated to pulling the ideas in the book together in a manner that demonstrates the delivery of flawless customer service.

Part 4 of the book consists of cases that are specifically relevant to each of the chapters and also integrates other topics discussed throughout the text. The cases are to be used at the instructor’s discretion to give students realistic practice in using the concepts presented in the textbook. Many of these cases have been purposely written to include an international and/or e-business flavor to reflect the changing business climate and the wide variety of issues that face service marketers today.

> WHAT’S NEW IN THE THIRD EDITION?

- New Opening Vignettes in every chapter represent a variety of firms and relevant customer service issues from the nine service economy supersectors. These firms include the following:

Private Escapes GEICO UPS Skype Vail Resorts Build-A-Bear Workshop Airline Pricing Aflac	Westin’s Heavenly Bed Wegman’s Grocery Store “Yours is a Very Bad Hotel” American Customer Satisfaction Index Malcolm Baldrige National Quality Award Wendy’s International Inc. Loyalty Gadgets The Katitche Point Great House
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- New Global Services in Action features in every chapter provide international examples of service marketing concepts and strategies. Companies and topics featured in Global Services in Action boxes include the following:

Service Exports Importing American Standards Cuba’s Hotel Industry Finland Tourism Global Health Care Perceptions Delighting Global Customers Ethnic Pricing Marriott International Inc.	Hong Kong (China) Disneyland Dell Offshore Technical Support Cultural Expectations Global Customer Satisfaction The Global Communication Gap Mitsubishi Motors BMO Bank of Montreal Ethnic Marketing
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- New B2B Services in Action features in every chapter provide B2B business examples of service marketing concepts and strategies. Companies and topics featured in B2B Services in Action boxes include the following:

IBM	Airbus A380
Hotel Business Customers	Private Banks
Business Class Travelers	Customer Relationship Management
Citigroup	J. D. Power and Associates
American Nursing Services	ISO 9000
Verizon Enterprise Solutions Group	Service Recovery Audit
Private Jet Service	B2B Customer Loyalty
Law Practice Marketing	State Farm Insurance
- New E-Services in Action features in every chapter provide eBusiness examples of service marketing concepts and strategies. Companies and topics featured in E-Services Services in Action boxes include the following:

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Cellular Service	Online Complaint Sites
Hewlett-Packard	The 7Cs of Customer Interface
E-Consumer Decision Process	Humanizing the Net
Confidentiality Issues on the Net	Dimensions of E-Qual
E>Returns	E-failures Online
E-Pricing	Online Customer Retention
Online Advertising	RateMyProfessor.com
- Expanded coverage of e-business, global service, and B2B issues
- Updated service industry examples
- Expanded test bank
- Redesigned PowerPoint slides



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Gene W. Murdock, University of Wyoming
Susan Stites-Doe, SUNY-Brockport
Louis Turley, Western Kentucky University

In closing, we hope that you enjoy the book and your services marketing class. It will likely be one of the most practical courses you will take during your college career. Education is itself a service experience. As a participant in this service experience, you are expected to participate in class discussions. Take advantage of the opportunities provided you during this course, and become an integral component of the education production process. Regardless of your major area of study, the services marketing course has much to offer.

We would sincerely appreciate any comments or suggestions you would care to share with us. We believe that this text will heighten your sensitivity to services, and because of that belief, we leave you with this promise: We guarantee that after completing this book and your services marketing course, you will never look at a service experience in the same way again. This new view will become increasingly frustrating for most of you, as you will encounter many experiences that are less than satisfactory. Learn from these negative experiences, relish the positive encounters, and use this information to make a difference when it is your turn to set the standards for others to follow. As evangelists of services marketing, we could ask for no greater reward.

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