

Brief Contents

About the Authors iv

Preface vi

PART 1

Foundations for Service Marketing 1

- 1 Introduction to Services 2
- 2 Conceptual Framework of the Book:
The Gaps Model of Service
Quality 33

PART 2

Focus on the Customer 53

- 3 Customer Expectations of Service 54
- 4 Customer Perceptions of Service 80

PART 3

Understanding Customer Requirements 113

- 5 Listening to Customers through
Research 115
- 6 Managing Customer
Relationships 146
- 7 Service Recovery 182

PART 4

Aligning Service Design and Standards 219

- 8 Service Innovation and Design 220
- 9 Customer-Defined Service
Standards 255
- 10 Physical Evidence and the
Servicescape 279

PART 5

Delivering and Performing Service 311

- 11 Employees' Roles in Service 313
- 12 Customers' Roles in Service 347
- 13 Managing Demand and Capacity 378

PART 6

Managing Service Promises 411

- 14 Integrated Service Marketing
Communications 413
- 15 Pricing of Services 444

PART 7

Service Trends: AI, Robotics, and the Bottom Line 473

- 16 Artificial Intelligence and Robotics in
Service 474
- 17 The Financial and Economic Impact
of Service 494

INDEX 518