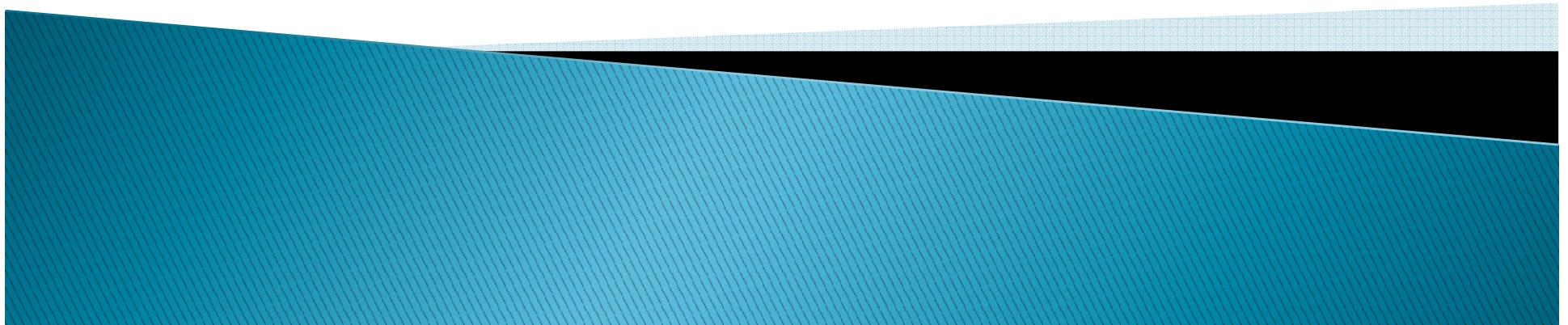
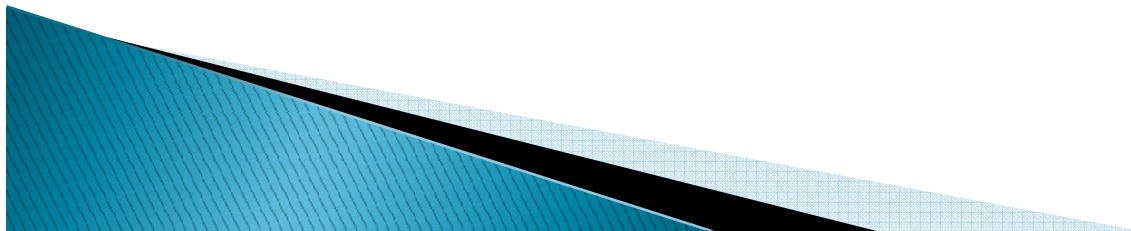


Physical Evidence

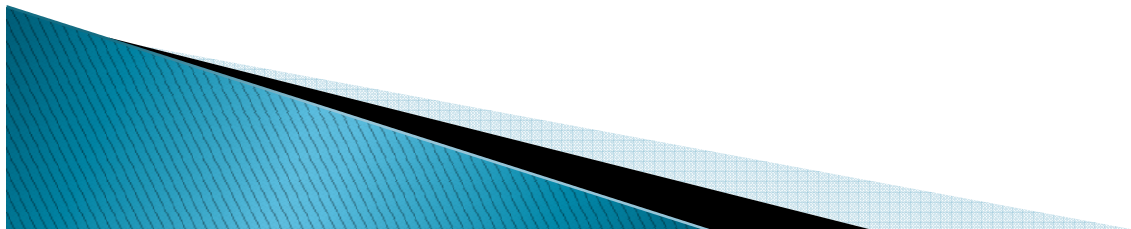


- ▶ As services are intangible, customers often rely on tangible cues or the physical environment to evaluate the service before purchase and to assess their satisfaction with the service during and after consumption.
- ▶ Elements of the Physical evidence includes all aspects of the organization's physical facility (the servicescape) as well as other forms of tangible communication.



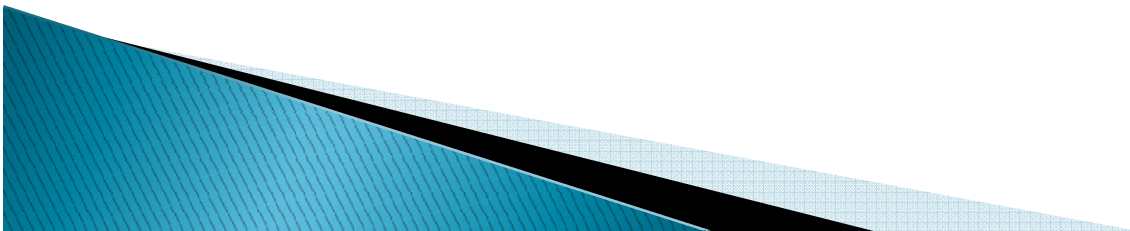
Servicescape

- ▶ Facility exterior
- ▶ Exterior design.
- ▶ Parking.
- ▶ Landscape.
- ▶ Surrounding environment.
- ▶ Facility Interior:
- ▶ Interior design.
- ▶ Equipment.
- ▶ Layout.
- ▶ Air–Quality/temperature.

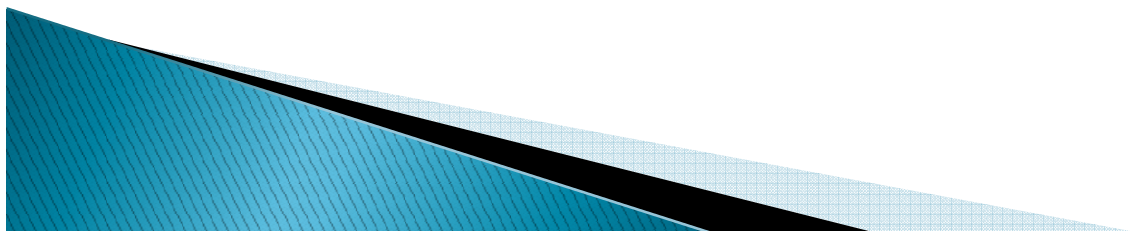


Other Tangibles:

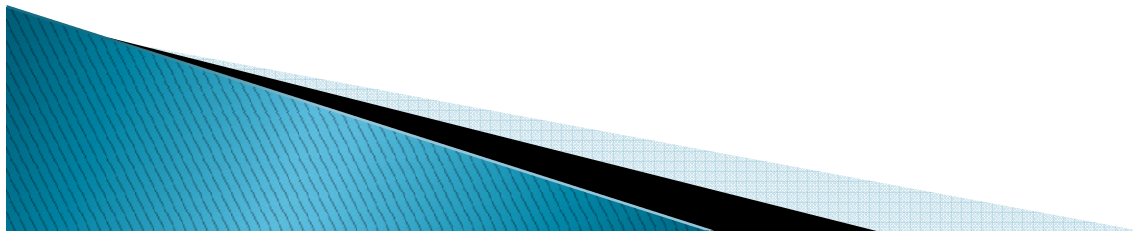
- ▶ Business cards.
- ▶ Stationery.
- ▶ Billing Statement.
- ▶ Reports.
- ▶ Employee dress.
- ▶ Brochures.
- ▶ Web pages.



- ▶ In some services, like hotels, hospitals, child-care, communicate heavily through physical evidence.
- ▶ Others, like express mail, insurance, provide limited physical evidence.
- ▶ .

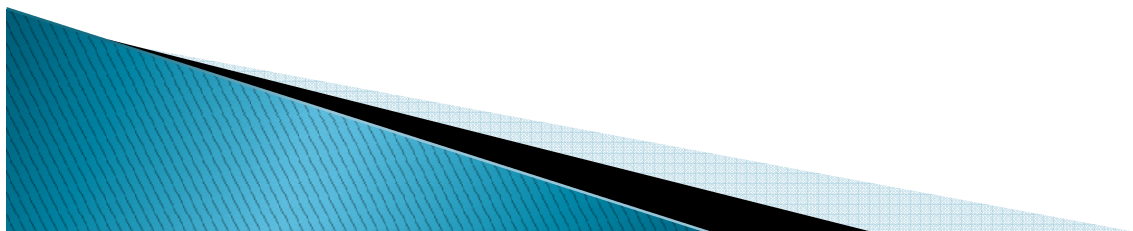


- ▶ All elements of Evidence communicate something about the service.
- ▶ Physical Evidence influences customer expectation, perceptions and satisfaction



Types of Servicescapes:

- ▶ On the basis of Servicescape use: i.e. on terms of whome the servicescape will actually affect.
- ▶ Who is potentially influenced by its design: customers, employees of both?



1. CUSTOMER ONLY:

Elaborate servicescape: Golf-course, Resort.

Lean: Mostly self service environments such as ATM, Bank /telecom payment drop boxes, Express mail drop off.

2. BOTH CUSTOMER AND EMPLOYEES:

Interpersonal Services:

Elaborate: Hotel, Restaurant, Health clinic, Hospital, Bank, Airline, School.

Lean: Dry cleaners , Barber.

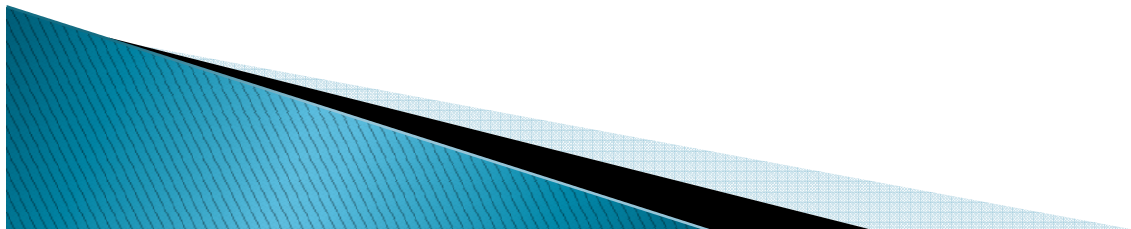
3. EMPLOYEE ONLY:

Elaborate: Telephone company, Insurance company, Utility, Many professional services.

Lean: Automated voice messaging services, telephone mail-order desk.

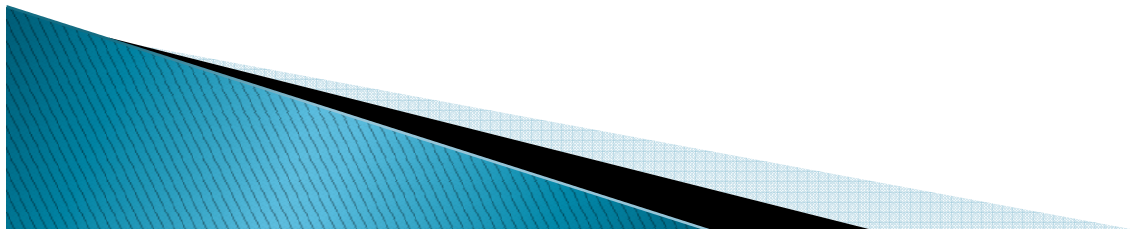
Complexity of the Servicescape

1. Elaborate; complex structure.
 2. Lean: simple structure.
- ▶ Example of an Elaborate servicescape: Hospitals with many floors, rooms, sophisticated equipment, complex variability of functions performed within the physical facility. A patient's room can be designed to enhance patient comfort and satisfaction while simultaneously facilitating employee productivity.
 - ▶ Lean: Design decisions are simple, with little interaction, if any, with the customer. E.g.: Airtel bill drop box.

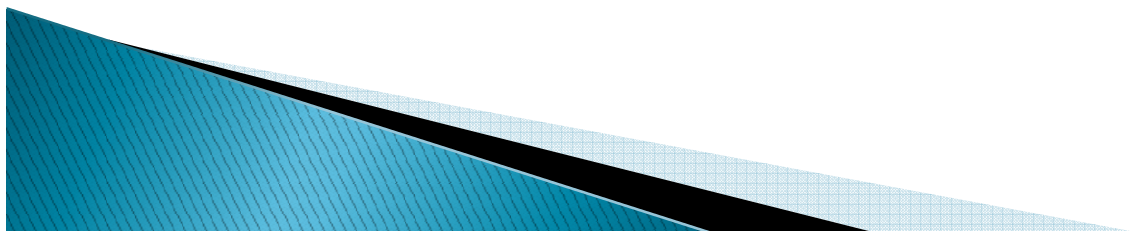


Roles of the Servicescape

- ▶ 1.Package
- ▶ ‘wrapping’ of the service.
- ▶ Evoke particular sensory or emotional customer reaction.
- ▶ 2.Facilitator: aids in performance of persons in the environment. A well designed , functional facility can make the service a pleasure to experience from point of view of both, the customer and the employee.

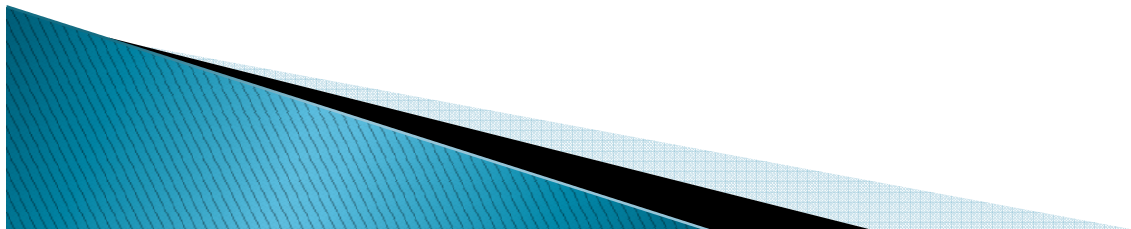


- ▶ **3. Socializer:** conveys expected roles, behaviors and relationships for both employees and customers. E.g.: Barista coffee outlets.
- ▶ **4. Differentiator:** By designing differently, service providers can differentiate themselves. E.g.: Kingfisher: Use of red color; Air-hostesses wear western clothes to suggest an ‘international look’.

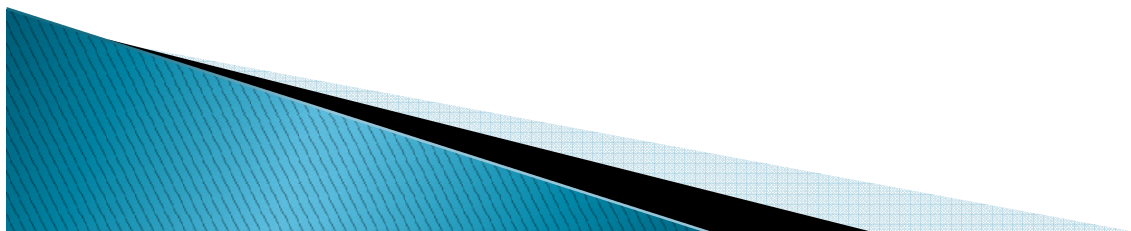


Elements of the Physical Evidence:

- ▶ **Ambient Conditions:**
- ▶ include the background characteristics of the environment such as temperature, lighting, noise, music, scent and color. All these factors can affect how people feel, think and respond to a particular service establishment.
- ▶ When there is music, shoppers tend to perceive they spend less time shopping and in line than when there is no music.
- ▶ In Mayo Hospital, USA, piano music in the lobby services to reduce stress. Shoppers also spend more time when the music 'fits' the product or matches their tastes.

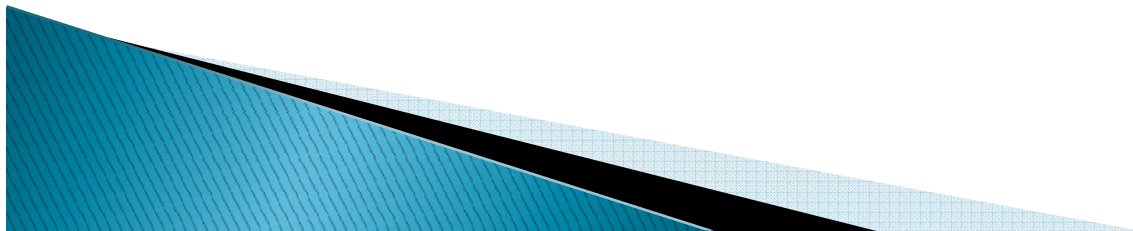


- ▶ Ambient conditions are especially noticeable when they are extreme: e.g. , in a theatre–air is hot and stuffy.
- ▶ **Spatial Layout and functionality:** Spatial layout refers to the ways in which machinery, equipment and furnishings are arranged, the size and shape of the items and the spatial distance between them. Functionality refers to the ability of the same items to facilitate the accomplishment of customer and employee goals. Functionality of the computer in the billing section of a retail outlet is critical to customer satisfaction.



Guidelines for Physical Evidence Strategy

- ▶ Recognize the Strategic Impact of Physical Evidence.
- ▶ Map the physical Evidence of Service.
- ▶ Clarify the roles of the Servicescape.
- ▶ Assess and identify the Physical Evidence Opportunities.
- ▶ Update and modernize the Evidence.



- ▶ Next Session: Case Study: Cabo San Viejo:

