

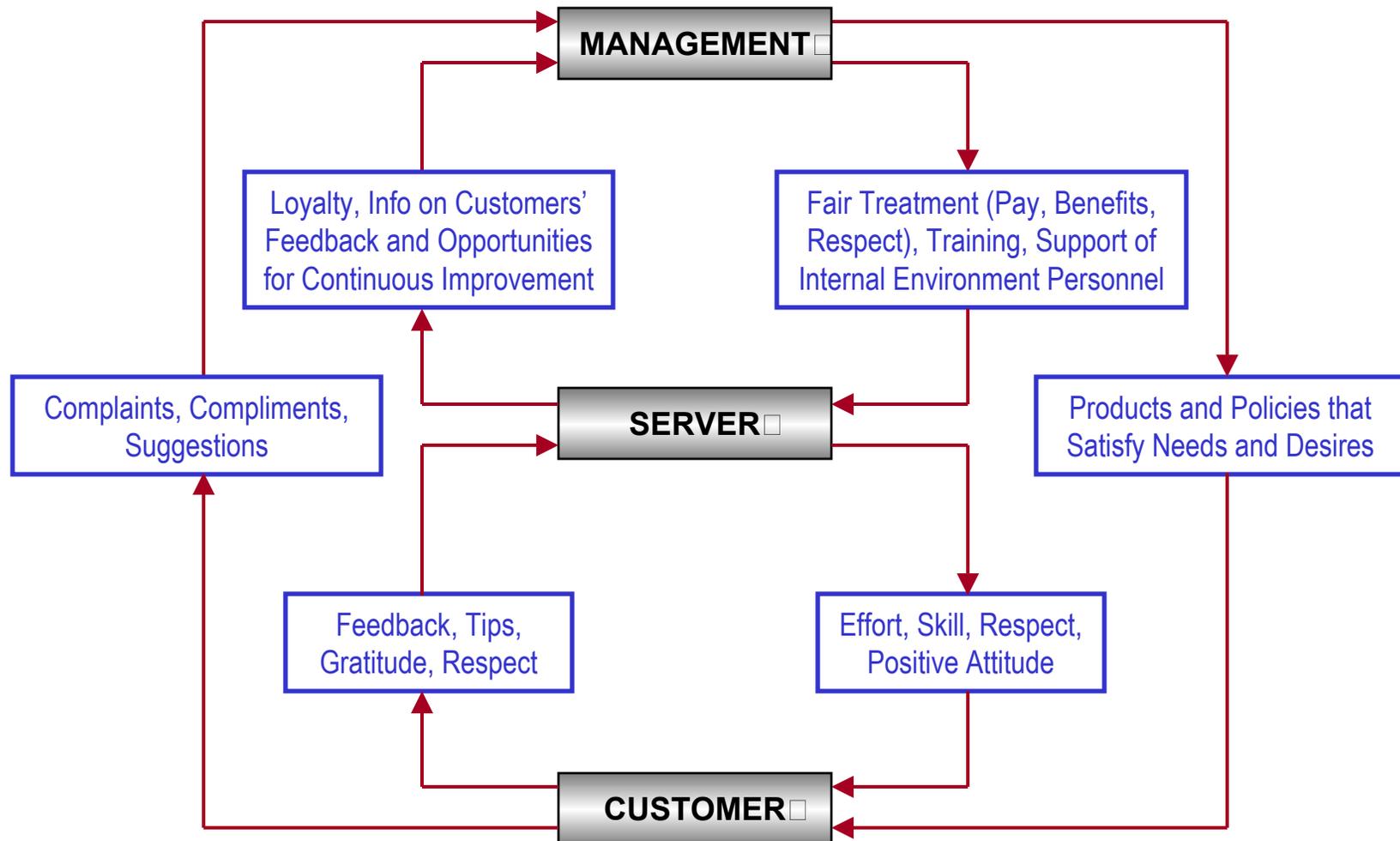


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# **Service Interface**

*A summary of relevant literature  
compiled by Gabriel R. Bitran*

# Dynamic Interactions



## Some elements of the Encounter *(cont.)*

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- The **intangibility** of services makes it difficult to concept test
- The **simultaneity** of production and consumption limit test marketing because the entire production, including backroom, may have to be created
- The **variability** of service delivery also affects the ability to test market since customer reactions will vary and controlled simulation will be difficult to achieve



# Encounter phases

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What are the phases for each encounter?

- Access
- Check-in
- Diagnose
- Service
- Check-out
- Post check-out



# Concepts of power and control

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- Real and apparent control
- Customers not only influence servers but also attempts to control them



# Strategies servers use to struggle for control

- **Ignoring** the customer
- **Rejecting** the customer
- **Replying** to a customer's attempt to control
- **Reacting** (other than verbally) to a customer's attempt to control
- **Engaging** the customer so that he/she does not try to seek control

The formulation of communities of servers

