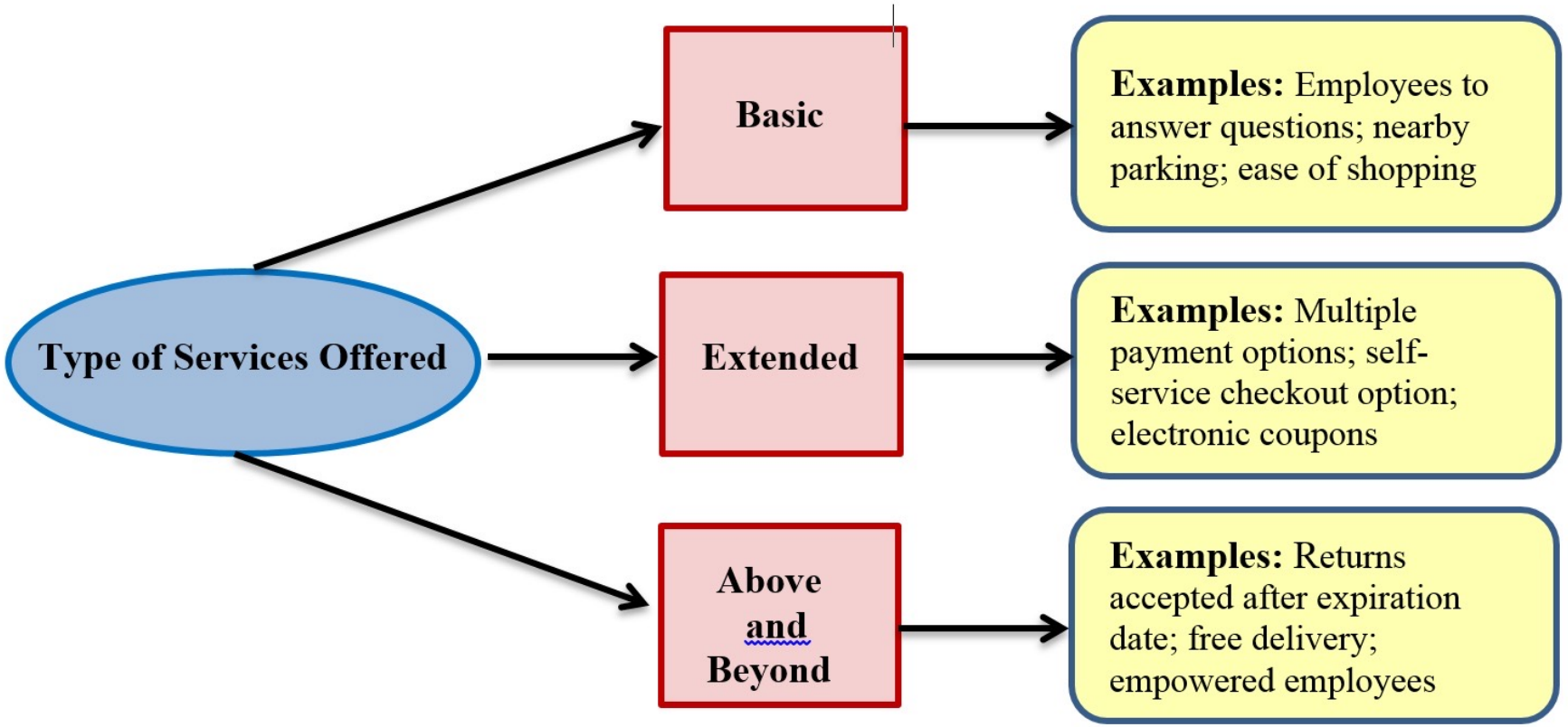
Retailing Services

Classifying Customer Services



Fundamental Decisions

- What customer services are expected and what customer services are augmented for a particular retailer?
- What level of customer service is proper to complement a firm's image?
- Should there be a choice of customer services?
- Should customer services be free?
- How can a retailer measure the benefits of providing customer services against their costs?
- How can customer services be terminated?

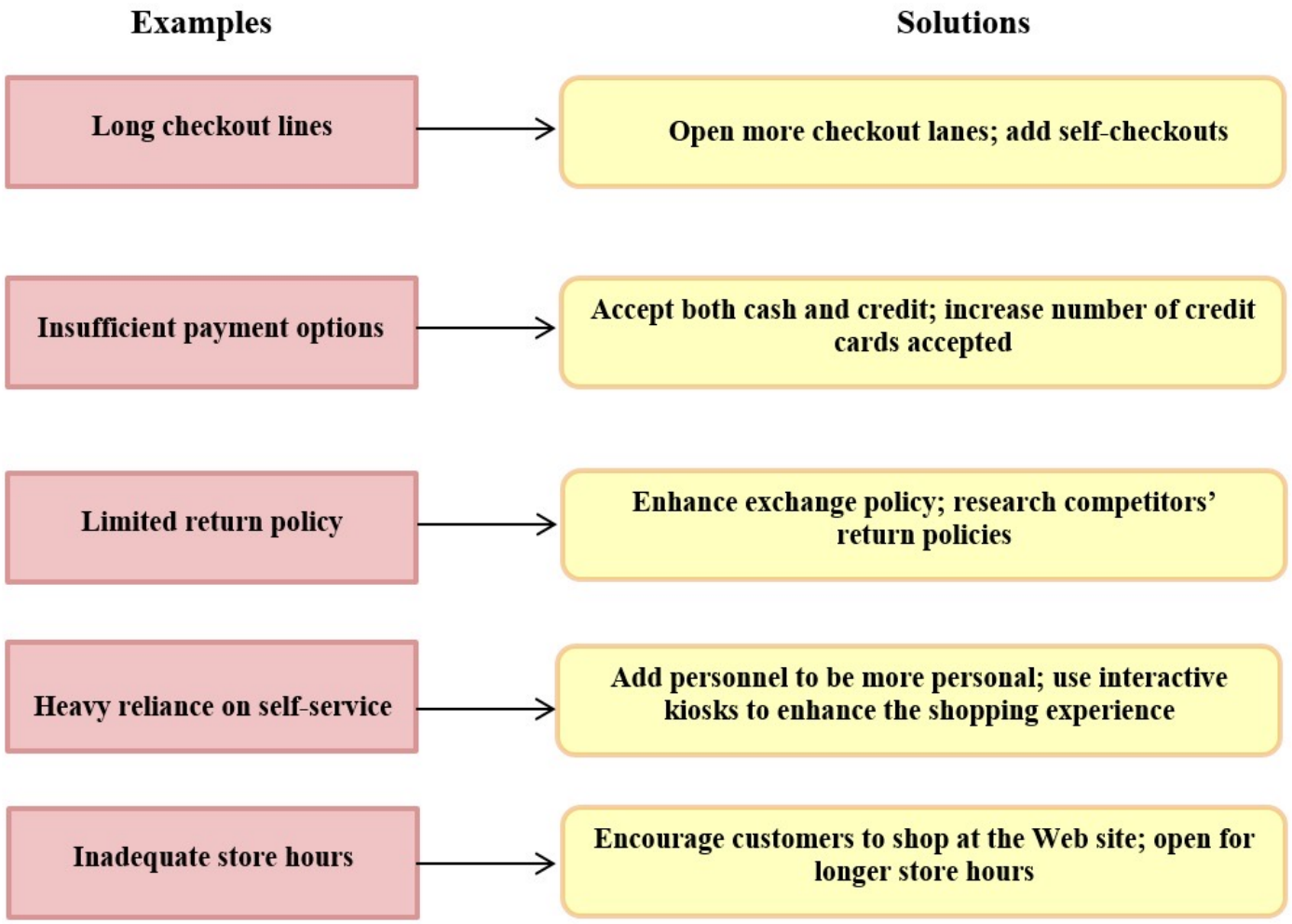
Typical Customer Services

- Credit
- Delivery
- Alterations/ Installations
- Packaging/gift wrapping
- Complaints/Returns handling
- Gift certificates
- Trade-ins
- Trial purchases
- Special sales
- Extended store hours
- Mail/phone orders

Miscellaneous Customer Services

- Bridal registry
- Interior designers
- Personal shoppers
- Ticket outlets
- Parking
- Water fountains
- Pay phones
- Baby strollers
- Restrooms
- Restaurants
- Babysitting
- Fitting rooms
- Beauty salons
- Fur storage
- Shopping bags
- Information

Turning Around Weak Customer Service



Three Kinds of Service Retailing

- Rented goods services– leased cars, hotel rooms, carpet cleaning equipment
- Owned goods services– plumbing, appliance repair,
- Non-goods services– haircut, professional services (physician, lawyer)

Lessons in Service Retailing



Examples of Consumerism in Retailing

- Proper testing of items for safety issues
- Programming cash registers not to accept payment for recalled goods
- Charging fair prices for goods in short supply--Home Depot plywood example in hurricane
- Age labeling of toys, warning labels on goods beyond legal requirements

Understanding the Americans with Disabilities Act



First cum first served – always good?

https://www.researchgate.net/publication/341179284_Order_of_Justice_in_Queues_of_Emerging_Markets

Thank You