

# **SERVICE PROVIDER IS SERVICE ITSELF**

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## ***Abstract:***

This research paper emphasises into the essential aspects of customer service and the skills required by service providers to excel in their roles. It highlights the significance of empathy, collaboration, communication, efficiency and adaptability in delivering quality customer service. The paper is so exposed to critical roles and responsibilities of service providers in various domains, emphasising their role in compliance, how they are crucial in this sector and the effect they create on the economy. It talks about the services being sold as the complementary to the tangible goods. These skills are crucial traits for the service providers. These contribute in creating a positive customer experience, gaining loyalty and successfully driving the business in the service industry.

***Keywords:*** Customer service, empathy, provider, roles and responsibilities

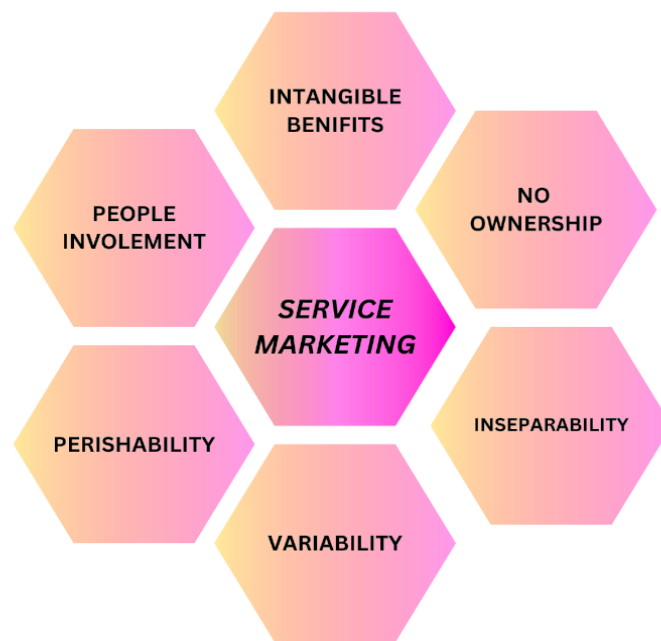
## ***Introduction:***

❖ Service Market is a place where selling of a service to a group of people takes place. This can be a standalone offering or complementary to tangible goods. It mainly focuses on mainly non-physical goods. It mainly focuses on intangible transactions that provide value to the customers. This market includes both B2B and B2C as well as Post-purchase Services. Service marketing requires excellence in three levels external, internal & interactive marketing. External Marketing covers pricing, promotion and distribution of services. Internal Marketing involves training & motivating employees to serve customers well. There are 3 types of service marketing they are B2B, B2c & Post Purchase Services. There are also certain factors of Service Marketing they are Intangible, No Ownership, Inseparability, Variability, Perishability & People involvement.

### ❖ Four key aspects of customer service:

There are 4 main key aspects for providing a quality & effective customer service they are;

- Proactive – It will be better and easy to reach out the customers instead of waiting for them to reach out.
- Personalized – Great customer service is when we can provide customers what they want, in order to know it we can have surveys and social media etc.
- Convenient – Give the customers as many options possible so they can have wide range and can choose their preferred one.
- Competent – Be very clear with your products and services so that you can help the customers in times of need.



*Factors of Service Marketing*

### **Objective :**

The major objective of this paper is to understand the service marketing industry and the role of the service provider.

### ***Literature Review***

- James R. Nelson, Nathan G. Jhonson (2020), This article introduces two model predictive control approaches for optimizing microgrid dispatch in service marketing. These findings help the potential benefits of predictive control in microgrid optimizations and its adaptability to various conditions.
- Yogesh Hole, Snehal Pawar, Mahesh P Bhaskar (2018), This paper talks about the market evolution being shifted from product-centric approach to encompass broader exchange and marketing activities. It argues that the distinctive characteristics of services don't truly differentiate services from goods and service marketing strategies often derived from a product manufacturing perspective suggesting need for a productive service-dominant views for generating appropriate strategies.
- Antonio Carrizo Moreira, Pedro M. Freitas da Silva, Victor M. Ferreira Mountinho (2017), This article studies effective management of brand experiences, service quality, satisfaction and trust is important for building brand loyalty on service market.
- Angelica Marino, Paolo Bertoldi, Silvia Rezessy, Benigna Boza-Kiss (2011), This paper gives a comprehensive overview of ESCo industry and examines the market development, business trends and their relativity to the service marketing and the market development.
- Stephen L. Vargo, Robert F. Lusch (2007), This study talks about the acceptance of Service dominant logic as a new approach in marketing. It looks whether the concept of Service truly captures the core of the logic value creation, exchange and marketing concepts, offerings insight in its implications for research practice and social wellbeing among disciplines.
- Evert Gummesson (2007), This article talks about the challenges conventional notions in service marketing and the nature of goods and services for service dominant logic. This also studies about the customer value proposition including customer interaction, technology-human balance and network-based approach in marketing.
- Kai Huotari, Juho Hamari, This article talks about the systematic view of advocating for a new definition that emphasizes the aspect to service marketing theory. It suggests a shift from HCI to indulging game gamification discussions in the existing service literature for both industry practitioners and academics.
- Stephen L. Vargo, Robert F. Lusch (2004), This article refers that marketing has evolved to encompass more than just products. The service market emerged but its still rooted to product market. The authors argue that these characteristics lack distinction, derived from the manufacturing perspective and advocate for the service dominant view.

- Shaun Abrahamson, David Wallace, This article introduces a new version of a service market place for enterprise-wide design modelling, where the design, CAE, manufacturing and marketing services as live services over internet. This envisions a future where product development services become commodities.
- Ivanka Visniic, Andy Neely, Marin Jovanovic, This paper studies about the interaction between service marketing changes and business model changes in firms offering advanced services. It derives that firms evolves the strategy from products to outcome, they rely for complementary on their partner balancing the value growth with uncertainty because of customer accountability and third-party dependency.

### ***Extended Marketing Mix Service Marketing***

Service Market most importantly based on 7Ps of the market which are also known as Service marketing mix. They are as follows:

◆ **Product:**

The products in service marketing is something that cannot be touched. Care comes into play in service product as we can feel the care which is usually called Blueprinting.

◆ **Place:**

In case of service places decide where the service products will be. Places with more traffic is best for most of the service markets. Some services like Ayurvedic treatments needs to be in places with less people for the better needs of the people.

◆ **Price:**

Valuating price for service is more difficult than valuating price for a product. While pricing a service we should also consider the labour, materials, overhead costs and add the profit markup for the final price of the service.

◆ **Promotion:**

Promotion has become an important part of the service marketing. Services are easy to be copied so the differ themselves with the help of brands. As there is a lot of competition in this market, we need more promotions to stay in the market. Advertisements and promotions help them to stand out from others.

◆ People:

People are most essential for a service market. People define a service. Companies are making more effort in training the employees in customer service and people skills to make customers happy. At the end of the day people are the ones who choose whether you are in the market or not.

◆ Process:

Service process is how the service is provided to the end customer. Services are in such a high demand that companies have to deliver their best without compromising on the quality. So, a process of delivering the products for a service company is important. It is a key part of service blueprint which company use to figure how the service product will reach the end customer.

◆ Physical Evidence:

As we all know services are not the physical things and for giving the customers a better experience tangible things are also sent along with the service. It's the physical evidence which helps in standing different from others in the market.

### ***Who is a Service Provider***

A service provider is the one who offers services that help businesses or individuals in achieving their specific outcomes. They provide wide range of services like telecommunications, SaaS, ISP, professional services etc. They play a vital role in the economy by offering specialised services and suggest opportunities necessary within the organization. They are categorised in 3 categories they are:

Type I: Internal Service Provider

Type II: Shared Service Provider

Type III: External Service Provider

### **❖ Roles and Responsibilities**

- Develop a contracting strategy that builds capabilities and ensures continuous compliance with Medicare and Medicaid's network adequacy requirements.
- Obtain certification in first aid and CPR; and dispensing medication.
- Receive company-provided first aid and CPR certifications.
- Make sure all contracts meet the standards set by HIPAA, fraud and abuse laws, and CMS guidelines.

- Assist DHS provider staff in better navigating the social service systems.
- Surpass company benchmarks for cleanliness and client/partner satisfaction.
- Maintain a clean salon environment and foster positive customer interactions.
- Evaluate and document the nutritional risk and status of expecting patients.
- Organize the installation schedule, coordinate material delivery, and execute installation of windows and doors.
- Provide comprehensive information to commercial and Medicaid members regarding their enrolment, current physician, and prescription benefits.
- Offer counselling/therapy to patients and families needing complex interventions, and formulate comprehensive discharge/transition plans for seamless care continuity.
- Conduct informational training sessions for DHS staff and providers regarding community services and departmental initiatives.
- Assist participants of various government programs such as food stamps, welfare, TANF, elderly care, etc.
- Use guidelines to determine eligibility for any assistance or medical programs, except TANF and daycare.
- Aid in setting objectives for Individualized Education Programs (IEPs).
- Pay close attention to all food-related allergies, and foster transparent communication among staff, parents, and coworkers.
- Train staff members in using the SESIS IEP and attendance programs.
- Carry out service tasks such as serving food and drinks, itemizing bills, and daily operation of the POS system.
- Assess injured individuals and administer first aid or cardiopulmonary resuscitation as necessary, utilizing training and medical supplies.

### ***Skills a Service Provider needs to Possess***

Customer Service skills consist of 2 basic skills they are:

- Soft Skills – This is a person's interpersonal ability to make connections with the customers.
- Hard Skills – Individuals hardly gain technical skills through a formal education or professional experience.

Other than these basic skills there are some other skills which are needed by the service provider they are:

- Empathy – It is crucial for customer service reps to connect with upset customers, de-escalate situations, and enhance loyalty.
- Collaboration skills - They are essential in a remote work setting, aiding agents to work seamlessly across teams and tools.
- Effective communication – Communication both within the team and with customers, is vital for customer satisfaction and problem resolution.
- Efficiency - It benefits businesses by saving costs and resolving tickets faster, enhancing both productivity and customer experience.
- Adaptability - This is key as customers engage across various channels, requiring agents to switch communication modes effectively.
- Speed - Response and resolution speed is vital to meet customer expectations and maintain effective service.
- Resilience – It helps agents handle critical feedback and manage challenging situations with a positive outlook.
- Data centricity – It enables agents to leverage insights to improve their performance and understand customer preferences.
- Relationship building - It fosters trust and rapport with customers, increasing the likelihood of brand loyalty.
- Intuition – It allows agents to understand customer needs, anticipate issues, and provide prompt solutions.
- Tech proficiency - It includes AI and chatbots, are necessary for modern customer support roles to provide comprehensive assistance.
- Digital literacy - It is crucial for remote work, ensuring effective communication and utilization of digital tools.
- A proactive mindset - It empowers agents to identify recurring problems and recommend improvements for better customer experiences.
- Problem-solving skills – These are the aid in addressing complex issues and adapting to new challenges as technology evolves.
- Thorough product knowledge – It allows agents to assist customers effectively and stand out in their role.
- Time management – It is key for efficiency, meeting SLAs, and maintaining manageable workloads for agents.

- Consistency – It is essential in service and adherence to company guidelines ensure customers receive reliable and high-quality support.

### ***LIVE EXAMPLES OF SERVICE PROVIDERS ARE SERVICE ITSELF***

#### **RATAN TATA**

Ratan Tata is known for his leadership in Tata group which grew significantly, both in terms of revenue and global reach. His way of leadership and values reveals that he is one of the largest and most respected people. Under his guidance his company expanded into many sectors like automotives, steel, IT, telecommunication, etc, standing top in every sector and giving valuable services to customers and the nation. Under his leadership, the Tata Group operates numerous companies that provide a wide range of products and services to customers around the world. Ratan Tata emphasized innovation and design in the Tata Group's products and services. He played a pivotal role in the development of the Tata Nano, the world's cheapest car, which aimed to provide affordable transportation to the masses. His value for the stake holders and emphasis on innovation, social responsibility contribution. Ratan Tata's leadership has been instrumental in the growth and success of the Tata Group which gained a reputation for social responsibility and corporate citizenship. Ratan Tata retired as Chairman of Tata Sons in 2012 but continues to be involved in various business and philanthropic activities. His legacy continues to influence the Tata Group's values and principles.





## MUKESH AMBANI

Mukesh Ambani, he himself has the essence of service as an interesting perspective, particularly his role as an entrepreneur. Under Mukesh Ambani's leadership, the company has ventured into several service sectors. Some of the notable service providers associated with Mukesh Ambani and Reliance Industries are petrochemicals, refining and fuel retailing through its network of Reliance Petroleum and Reliance Retail outlets, telecommunications offering affordable high-speed internet and mobile services and retails which offers a wide range of services, including grocery shopping, fashion retail, consumer electronics, and more. It operates under various brand names like Reliance Fresh, Reliance Trends, and Reliance Digital. While his contributions have heavily affected the business success, they also have broader implications for society accessibility and convenience. Mukesh Ambani has ventured into the media and entertainment sector through Reliance Jio, offering JioTV and Jio Cinema, which provide on-demand streaming services and live TV channels. From this perspective he has been an embodying service in the sense that his endeavours aim to meet various needs to enhance the quality of life or individuals and communities. Mukesh Ambani's vision for Reliance Industries is to transform it into a comprehensive service provider that caters to various aspects of the Indian economy and consumers' daily lives. His leadership and strategic decisions have played a significant role in the expansion and diversification of the company into these service sectors.



## SUNIL BHARTI MITTAL

Sunil Bharati Mittal is an Indian entrepreneur and founder of Bharti Enterprises. He has the interest in telecommunications, agribusiness, financial services and more. He is known for his role in shaping telecommunications landscape and his contributions to the society and expanding his company's presence globally. He is often regarded as a pioneer in the Indian telecom sector and has been recognized for his contributions to the industry. Bharti Airtel has a substantial customer base and a strong presence in multiple countries, making it a key player in the field of telecommunications services Under his leadership, that expanded its operations globally and became one of the world's leading mobile service providers, offering a wide range of services, including 2G, 3G, and 4G services, as well as mobile commerce, tele-media services, and digital TV. His emphasis on connectivity, innovation and social impact aligns the idea of service, showcasing his dedication to proof providing essential services that have far reaching positive influence.



## NARAYANA MURTHY

Narayana Murthy the co-founder of Infosys is himself an embodies the essence of service propane perspective he contributes to the Indian IT industry and his philosophy of providing value makes a positive impact line well with the concept of service. Narayana Murthy played a pivotal role in the growth and success of Infosys is admired for his principles of integrity, humility, and leadership. He is recognized for his leadership, vision, and advocacy for business ethics and corporate governance. He reflects his contributions to technology, ethics, employment, education and society development. His approach to business guided by principles of service, has not only transferred the IT landscape but has also inspired others to follow suit, creative positive impact on a large scale. He advocated for transparency, corporate governance, and global best practices, which helped shape the industry's reputation and attract international clients. Narayana Murthy's impact goes beyond just being a service provider. He has been involved in various philanthropic and social initiatives in India, and he is a respected figure in the business and technology world.



### ***Analysis***

According to my research I analyse that this study provides the information about the key aspects of customer service and the Importance of service marketing. It talks about the services being sold as the complementary to the tangible goods. This study outlines the importance of consumer service aspects like empathy, collaboration, communication, efficiency, adaptability, speed, relationship building etc. Additionally, it also highlights the roles and responsibilities of service provider along with the skills he needs to have like soft and hard skills to enhance the customer service roles and for diverse customer needs.

### ***Conclusion***

In conclusion the service market encloses the selling of non-physical goods and focuses on intangible ones to provide value to the customers. In terms of service markets effective service is built upon the foundation of essential skills. These skills are crucial traits for the service providers. These contribute in creating a positive customer experience, gaining loyalty and successfully driving the business in the service industry.

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