



TENTAMEN / EXAMINATION




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Fylls i av **student** / To be completed by the **student**

Skriv anonymiseringskoden på samtliga svarsblad / Write your anonymity code on each sheet		Anonymiseringskod / Anonymity code	
		F E G C 4 6	0 0 1 2 - F N J
Provbemärkning / Exam name		Öanmäld	
Service management			
Kurskod / Course code	Provkod / Exam code	Tentamensdatum / Examination date	
F E G C 4 6	0 0 0 1	2 0 1 9 - 1 0 - 3 1	
Jag har tagit del av regler som gäller i tentamenssalen / I have read the current exam hall rules		Antal inlämnade blad / Number of sheets	
<input checked="" type="checkbox"/> Ja / Yes		1 4 ✓	

Fylls i av **skrivvakt** / To be completed by the **invigilator**

Kontroll av legitimation / Identification checked	<input checked="" type="checkbox"/> Ja / Yes	Härmed intygas att ovanstående kontroller utförts / This is to certify that the above mentioned checks have been carried out
Kontroll av inlämnade blad / Answer sheets checked	<input checked="" type="checkbox"/> Ja / Yes	
Inlämningstid / Time of submission	11 : 30	Tydlig sign. / Signature 

Fylls i av **lärare** / To be completed by the **examiner**

Bedömning av uppgifter / Questions attempted										
1	2	3	4	5	6	7	8	9	10	~
11	12	13	14	15	16	17	18	19	20	~
21	22	23	24	25	26	27	28	29	30	~
Totalt antal poäng / Total points					Examin. lärare / Kursansvarig signatur / Signature of the examiner					
Betyg / Grade					Namnförtydligande / Clarification of the signature					

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Försättsbladet ska alltid lämnas in även om ingen uppgift behandlats /
Examination should always be submitted even if no questions are answered



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FEGC46-0012-FN3

Löpande sidnr
Consecutive no:

2

Skriv ej i detta område
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Uppgift nr /
Question no:

1.A

Poäng / Points
awarded:

0

Lärens
anteckning
Examiner's remarks:

A) Service processes can be visualized through a service blueprint, which is a detailed tool to visualize the service process and analyze possible fail-points and excess wait. In the service blueprint, you section up the service process in three stages: pre-process (right before the customer enters the service), in-process (when the customer is using the service), and post-process (when the customer is about to finish the service and leave).

The key principles in the service blueprint is:

◦ Physical evidence: physical elements in the servicescape, for example furnishing, goods used in the service like an hair dryer at a hair dresser

◦ Customer action: what the customer do with the physical evidence, but also their interaction with front-line-employees
For example, try on shoes in a shoe store

- Line of interaction: where the interaction between the front-line employees and the customers happen.

◦ Front-line employee action: How the front-line staff interacts with the customer, for example greeting them when they arrive or help them in the service, for example find the right shoe size and get it for the customers. Here the front-line employee can really affect the customers experience, both negatively and positively, a failpoint can be if the staff miss out greeting the customer, the whole experience for the customer could be dragged down, but also if the staff cant help right away and the customer has to wait or solve the problem by themselves.



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- Line of visibility: here where the interaction between front-line employees and back-stage employees happen

Uppgift nr /
Question no:

1A

Poäng / Points
awarded:

1

Lärarens
anteckning
Examiner's remarks:

• Back-stage employee action: either you have both front-line and back-stage employees or if the same staff acts for both. For example can a front-line employee go back-stage to get a certain product for a customer, and since the customer doesn't see it, it is back-stage action. For example get a t-shirt in a size that was out, from the back-stage storage.

- Line of internal interaction: where the interaction between the back-stage employees and the support team is

• Support processes: the support does even more back-stage tasks than the employees, for example call someone if a system is down or look over that new orders for t-shirts happen regularly.

/0

not
answering
questions



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B) Advantages:

◦ Controll - if my bank introduce some parts that are SST, the company can have full controll of what is communicated to the customer, and narrow down more exactly the tasks that can be made in that station. In contrast to if we just had employees doing everything, we cant controll that to 100% since employees can say different things and act certain ways out of our controll, because they are humans. For example if an employee would hand out queuing numbers to every entering customer, the employee can greet in a bad way if he/she have a bad day, or the employees starts asking for the toilet everytime instead of looking at the signs. With SST you have full controll that the greeting is always the same by type the text "welcome!" and instructions of what you can do by the station.

◦ Lower costs and fees: Less staff means less costs for the firm, we can save money by taking away staff from where it's not needed (and replace with SST) and use the labor where it's needed and cannot be replaced with SST

◦ Convenience: It's more convenient to have selfservice sometimes because, like mentioned above, employees cannot be controlled to 100% while technology can be more trustworthy, specially in a bank where you want to have full controll and transparency in your banking.

Disadvantages

◦ High frustration if fail: When you meet a problem in the SST that the machine cant fix, you dont always have someone near to help you fix the problem directly. For example if the take a number machine stops working, you need an employee

Uppgift nr /
Question no:

1B

Poäng / Points
awarded:

5

Lärarens
anteckning
Examiner's remarks:

