

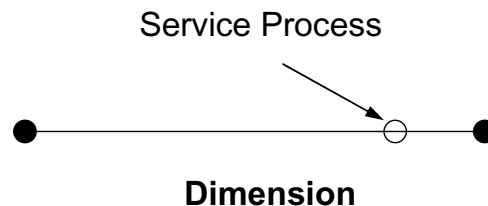
Service Processes and Systems Homework #1

Assigned: Jan. 13, 2006

Due: Jan. 20, 2006

1. Please identify and describe four service processes. Process examples: Alamo Rent-A-Car, The Lode Movie Theater, Classroom instruction at Michigan Tech. Please pick fresh examples and try to insure that they are sufficiently detailed – a bad example in terms of detail: consulting company.

2. In class we spoke about a number of dimensions that we can use to classify service processes. Examples include: Implicit/Explicit, Transform/Transport, and Object of Process. Using four of these dimensions place the four processes along the continuum that exists for each of these dimensions, see figure below.



3. Describe the "service package" for each of the four service processes.

4. For one of the service processes selected, identify and describe 10 measures of performance that can be used to describe the successful execution of the process.

For Graduate Credit:

Please read the article entitled: "A model for strategic repositioning of service processes," by Markku Tinnilä and Ari P.J. Vepsäläinen.

(<http://www.emeraldinsight.com/Insight/ViewContentServlet?Filename=Published/EmeraldFullTextArticle/Pdf/0850060404.pdf>)

Prepare a two-page critical review of the paper. What are the positive elements of the paper? What are the technical deficiencies of the paper?