

1. Record Nr.	UNINA9910298557203321
Titolo	Managing Consumer Services : Factory or Theater? // edited by Enzo Baglieri, Uday Karmarkar
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-04289-0
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (286 p.)
Disciplina	330 338.4 650 658.5
Soggetti	Service industries Sales management Production management Information technology Business—Data processing Services Sales/Distribution Operations Management IT in Business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	The future of consumer service. Introduction -- 1. Factories or theaters? The future of service -- 2. The industrialization of services -- 3. High tech vs. high touch: the role of human intermediation in information intensive services.- 4. Connecting factory to theater: lessons from a case study -- 5. Striking the right balance: how to design, implement and operationalize Customer Experience Management programs -- 6. The design of consumer experiences: managerial approaches for service companies.- 7. Customer experience and service design -- 8. Transitioning to value co-development -- 9. From service experiences to augmented service journeys: digital

technology and networks in consumer services.- 10. Rethinking and improving the healthcare service through interactive web technologies -- 11. Innovation in services – the case of floury – a diagnostic medical center -- 12. Factory or theatre? Towards the convergence -- The future of consumer services: factory and theatre -- Biographical notes.

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## Sommario/riassunto

This book presents latest research on the evolution of consumer services, as these services continue to become a larger part of the economy in the world. Four core focal points lead the central message of the book: first, the convergence of back and front offices; second, placing the client as a fundamental input of services production and delivery process, and 'industrializing' the customers' role to combine efficiency and experience; third, the constitution and role of inputs necessary for the configuration, production and delivery of the service, with the crucial role of 'operationalizing' the customers' experience; and fourth, the adoption of new technologies and the appropriate transfer of manufacturing managerial practices through service industrialization. This is a special volume of articles based on solid research and analysis, including conceptualization of the important issues, as well as recommendations for managers. It presents case histories and managerial practices in some key sectors, such as financial services, health care, tourism/hospitality, entertainment and media, online services and home and personal services.

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