Customer Expectations of Service

- Meaning and Types of Service Expectations

- Factors that Influence Customer Expectations of Service

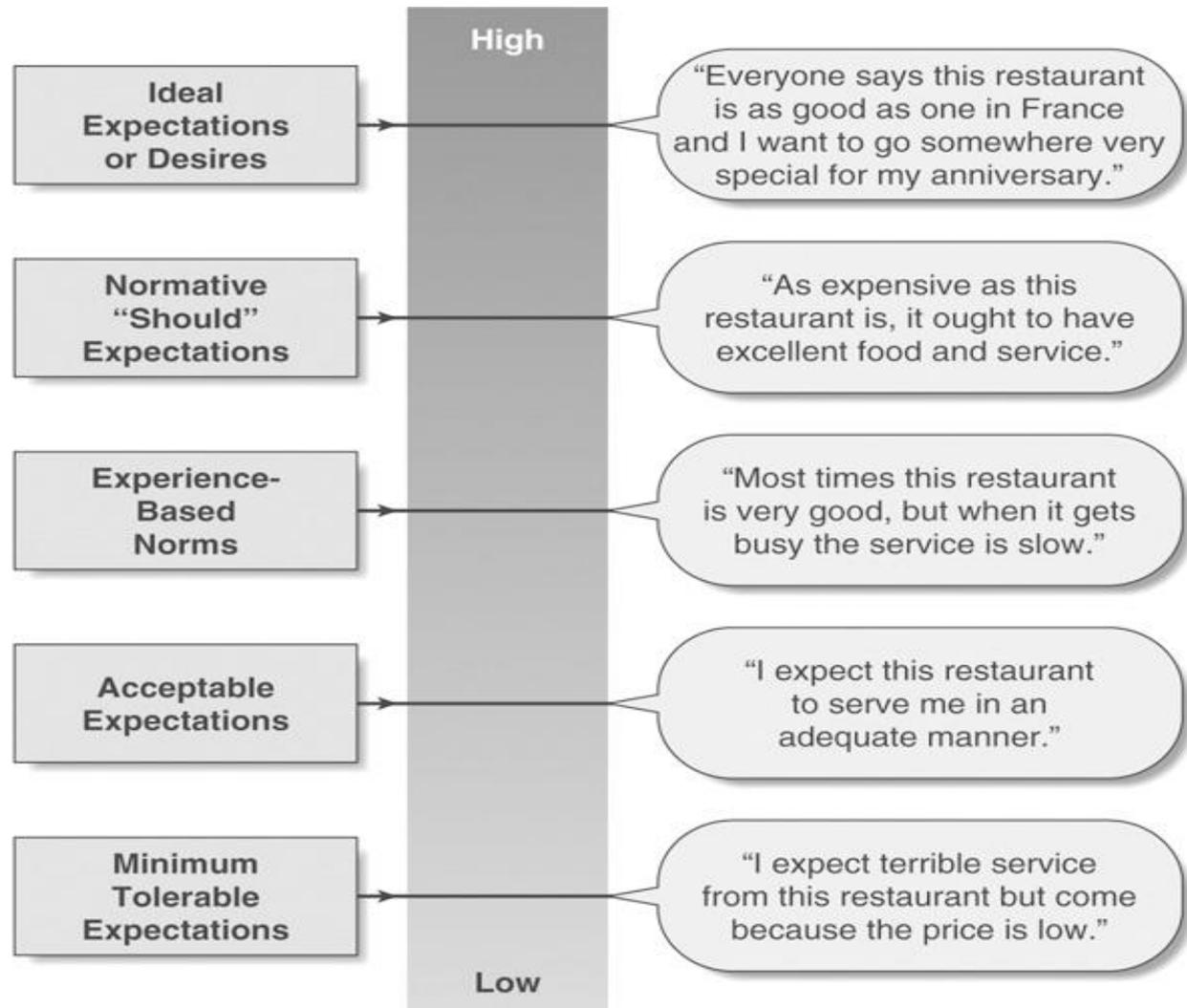- Issues Involving Customers' Service Expectations

Objectives for Chapter 4:
Consumer Expectations of Service

- Recognize that customers hold different types of expectations for service performance.

- Discuss the sources of customer expectations of service, including those that are controllable and uncontrollable by marketers.

- Acknowledge that the types and sources of expectations are similar for end consumers and business customers, for pure service and product-related service, for experienced customers and inexperienced customers.

- Delineate the most important current issues surrounding customer expectations.

Possible Levels of Customer Expectations

FIGURE 4.1
Possible Levels of Customer Expectations

Source: R. K. Teas, "Expectations, Performance Evaluation and Consumers' Perceptions of Quality," *Journal of Marketing*, October 1993, pp. 18–34. Reprinted by Permission of the American Marketing Association.
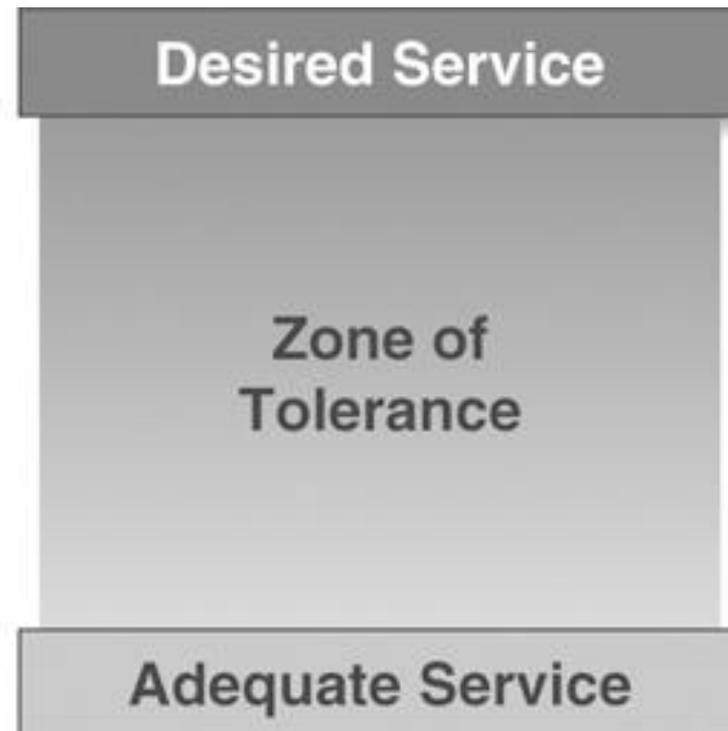
High

Ideal Expectations or Desires — "Everyone says this restaurant is as good as one in France and I want to go somewhere very special for my anniversary."

Normative "Should" Expectations — "As expensive as this restaurant is, it ought to have excellent food and service."

Experience-Based Norms — "Most times this restaurant is very good, but when it gets busy the service is slow."

Acceptable Expectations — "I expect this restaurant to serve me in an adequate manner."

Minimum Tolerable Expectations — "I expect terrible service from this restaurant but come because the price is low."

Low

Dual Customer Expectation Levels

FIGURE 4.2
Dual Customer Expectation Levels

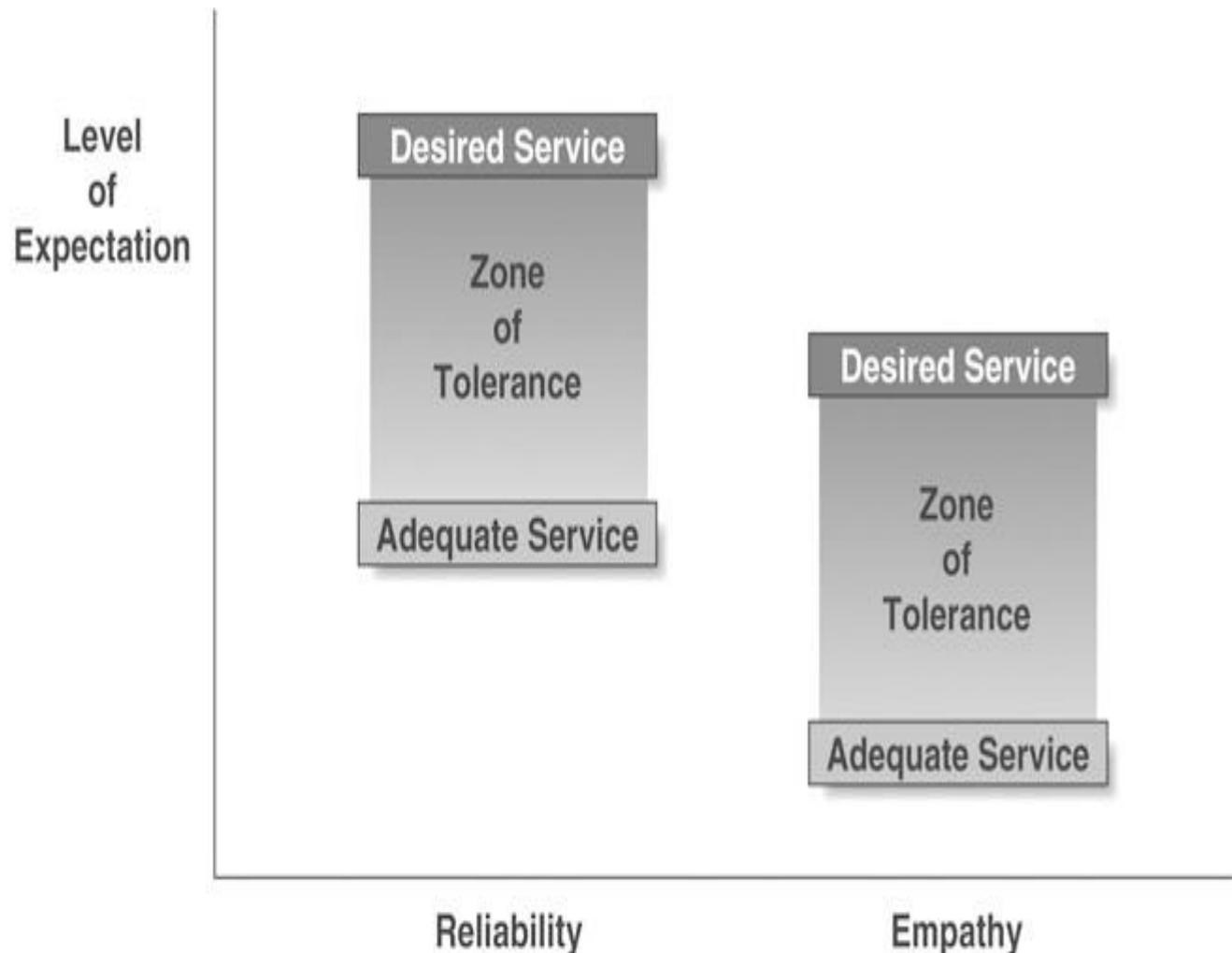# The Zone of Tolerance

FIGURE 4.3
The Zone of
Tolerance

Desired Service

Zone of
Tolerance

Adequate Service

The Zone of Tolerance

| Desired Service | ← **Delights** |

Zone of Tolerance ← **Desirables**

| Adequate Service | ← **Musts** |
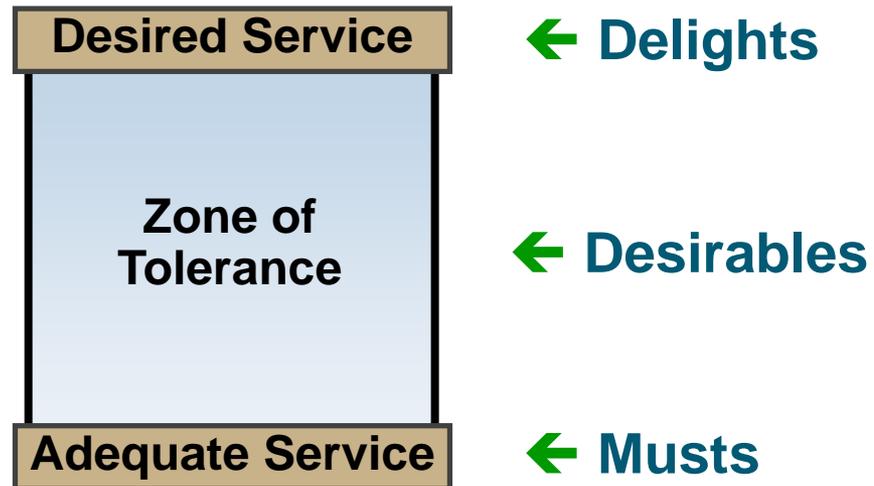
Zones of Tolerance

- The range of expectations between desired and adequate…
  - can be wide or narrow

  - can change over time

  - can vary among individuals

  - may vary with the type of product/service

Zones of Tolerance for Different Service Dimensions

FIGURE 4.4

Zones of Tolerance for Different Service Dimensions

Source: L. L. Berry, A. Parasuraman, and V. A. Zeithaml, "Ten Lessons for Improving Service Quality," *Marketing Science Institute,* Report No. 93–104 (May 1993).

Level of Expectation

Desired Service

Zone of Tolerance

Adequate Service

Desired Service

Zone of Tolerance

Adequate Service

Reliability   Empathy

Factors That Influence Desired Service

FIGURE 4.5
Factors That
Influence Desired
Service

Personal Needs	**Desired Service**
Lasting Service Intensifiers	Zone of Tolerance
	Adequate Service
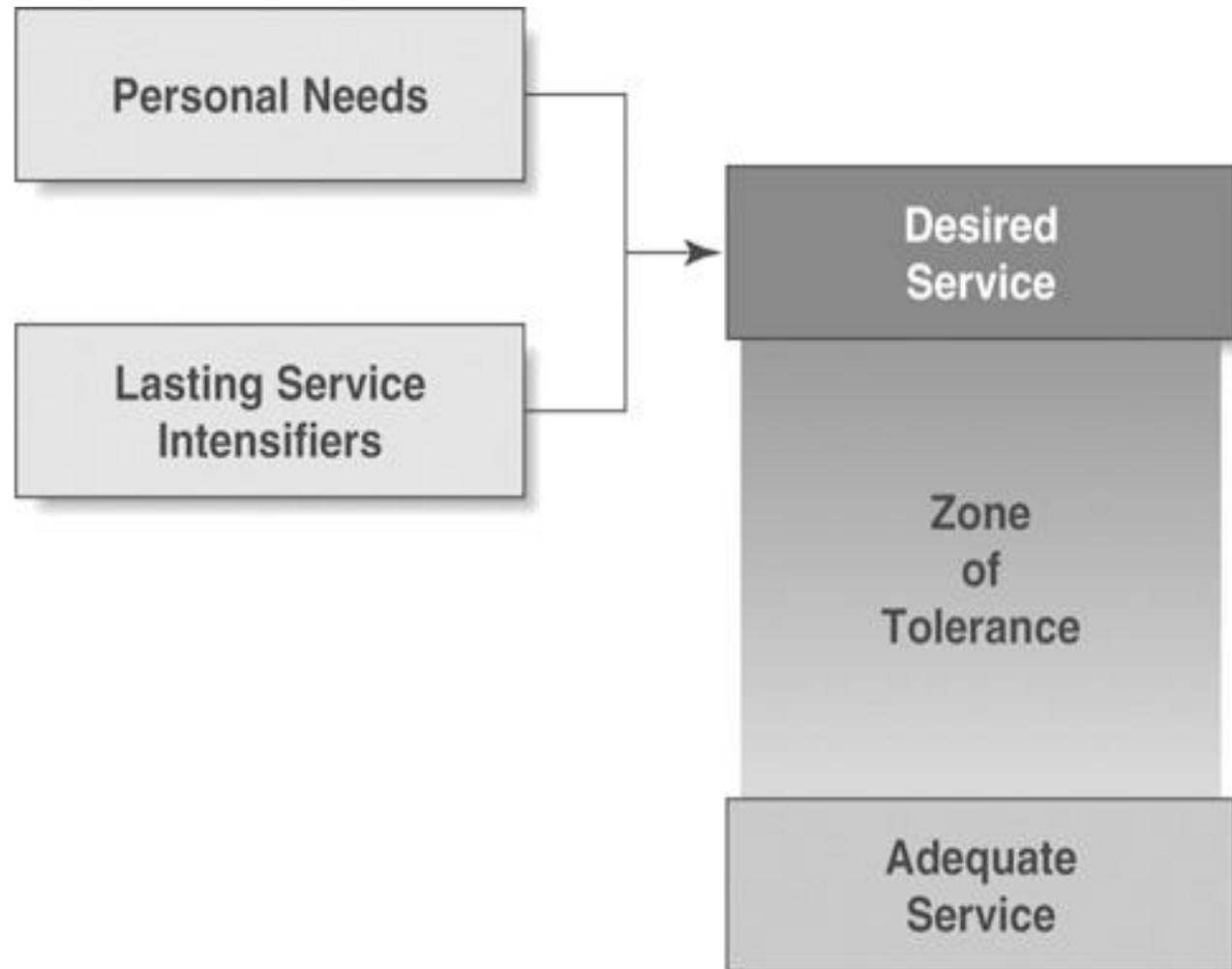
Factors That Influence Adequate Service

FIGURE 4.6
Factors That Influence Adequate Service
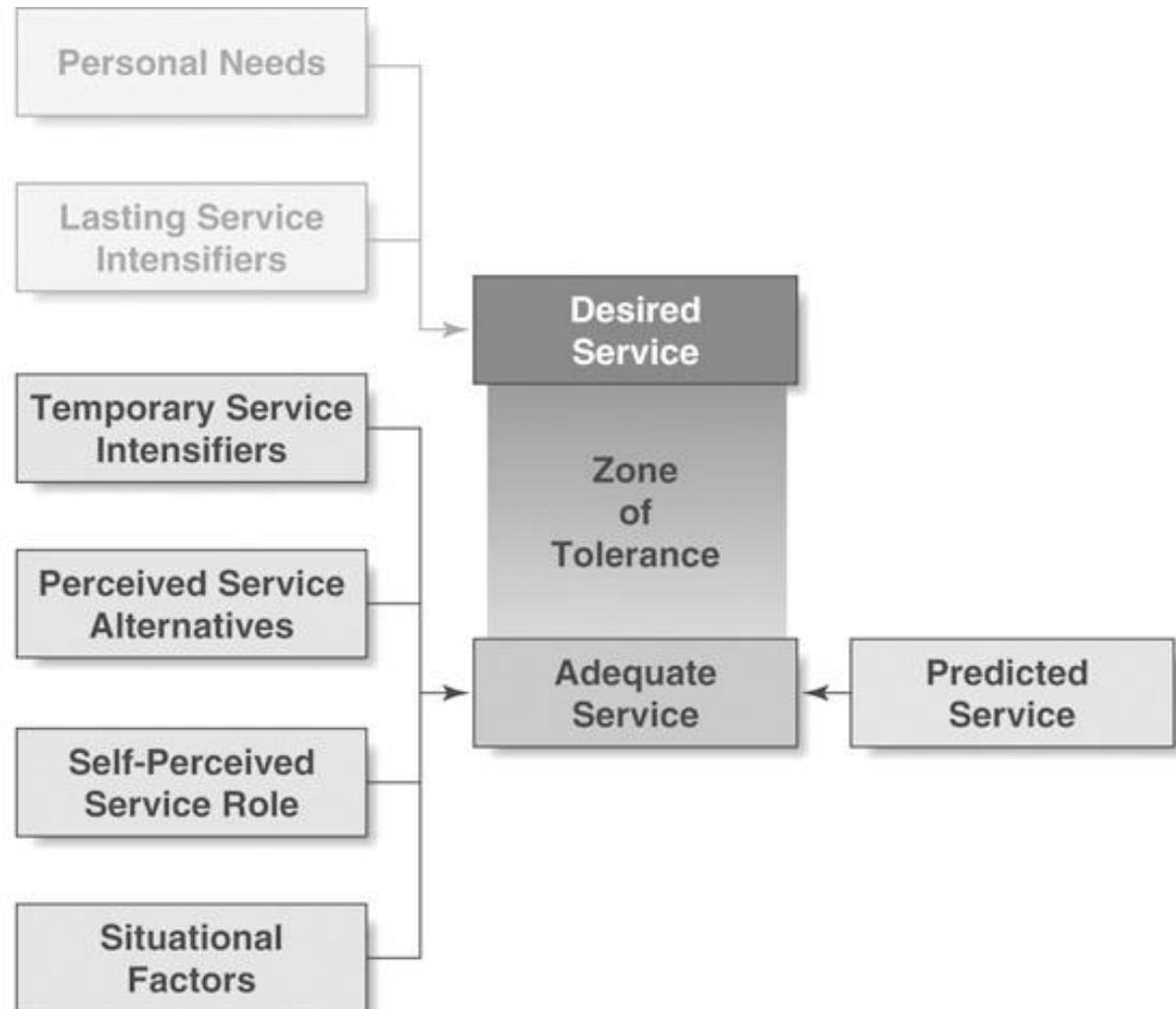
Factors That Influence Desired and Predicted Service

FIGURE 4.7
Factors That Influence Desired and Predicted Service
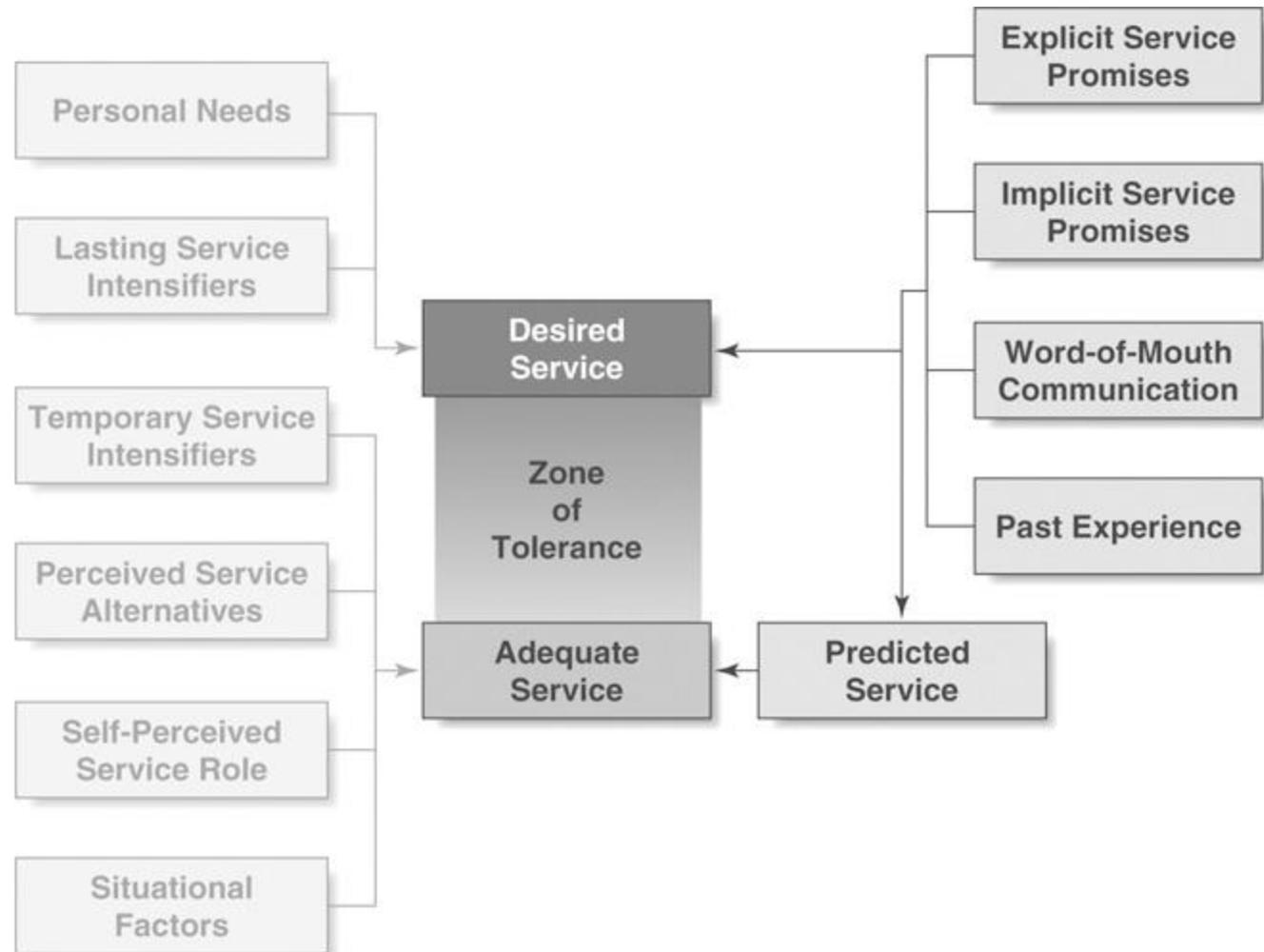
Explicit Promises from Paytrust

Paytrust's explicit service promises that influence desired service

Frequently Asked Questions About Customer Expectations

- What does a service marketer do if customer expectations are "unrealistic"?

- Should a company try to delight the customer?

- How does a company exceed customer service expectations?

- Do customer service expectations continually escalate?

- How does a service company stay ahead of competition in meeting customer expectations?