

Application of Service Marketing: Strengthening Customer Relationships in the Field Of Marketing, Human Resource, IT and ITES

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Abstract- “Service”, in simple terms, means delivering value to the public needs in the order of education, transport, tourism, etc. in a planned and organized way, generally in return for money. Service cannot be stored and separated also it is diverse and intangible in nature.

I. INTRODUCTION



Source:-
https://en.m.wikipedia.org/wiki/Goods_and_services

Diagram 1.1

Services’ marketing is based on relationship and value. It is used to market services or product. It is an action for doing something for someone mainly with profit earning motive, Services cannot be felt, seen or heard rather it can only be experienced.

II. ELABORATIVE APPROACH



Source:
<https://www.slideshare.net/DebyanDuttaCFP/service-es-marketing>

Diagram 1.2

III. FINDINGS

- Experiencing quality is easier.
- Vital for any business growth.
- Consumer comfort is main focus.
- It is a labor-intensive process.
- Lack of Transportability.
- Largely effected by word of mouth.
- Different experience to different consumer.
- Consumer feedback’s act as benchmarks.

IV. CONCLUSION

In current scenario service marketing is all about satisfying customer needs and making them feel important, by giving good experience to customers you can win their hearts, hence spreading good word of mouth and increasing good will of the firm which will ultimately result in higher profits and success of the firm.

V. REFERENCES

- [1] http://www.pondiuni.edu.in/storage/dde/downloads/markiv_sm.pdf

APPENDIX

Diagram 1.1

ACKNOWLEDGMENT

We would like to show our gratitude and thank Prof. Dr. PRATHAMESH S NADKARNI sir for motivating, guiding and mentoring us for writing this research paper, Prof. Dr. is a warm hearted and a fun-loving person with concrete values and ethics. Sir you have been our inspiration.
Thank you very much Sir!