
Index

- ABC Corporation 211–12, 214–15
 - billing system 213
 - growth strategy of 208–9
 - service performance 209–10
- Abstract-Entity-Interaction-Outcome-Universals (AEIOU) framework 516
- AIMMS
 - concept of 264
- Air France 105
- Akaike's Information Criterion (AIC) 62
- Amazon.com 322, 343–4, 399, 428
 - recommendation system of 400
 - review system of 418
- American Customer Satisfaction Index (ACSI) 154
- American Express
 - online presence of 148–9
- Apple, Inc. 229, 287, 420, 428
 - growth of 278
 - personnel of 352, 482–3
 - products of 396, 399, 481–5
- attitudinal equity (AE) 177
- Audi AG
 - Virtual Lab 419
- Australia
 - New South Wales Education Department 595–6
- Bayesian Information Criterion (BIC) 62
- Bizrate 322
- Bose Corporation 482
- Brazil 529
 - Curitiba 580
- British Petroleum (BP)
 - Deepwater Horizon disaster (2010) 422
- business-to-business (B2B) services 13, 17–19, 22, 30, 56, 65, 176, 184, 187, 189, 207, 370, 377–8, 478
 - consultation 234
 - failed relationships 29–30
 - growth strategies in 370–71, 376
 - role of service encounters in 229, 231
 - small 29
 - business-to-consumer (B2C) services 17–18, 22–3, 97, 231, 382, 478
 - direct marketing 27
 - examples of 13
- call detail records (CDR)
 - use of in creation of networks 110
- Canada
 - government of 595
- cash flow 23, 144
 - discounted 28, 123
 - patterns of 11, 14
 - sources of 24–5, 27
 - variation in 28–30
- Catalina 404–5
- China 413, 420–21, 529
 - Beijing 413
- citizens 581
 - co-creation efforts of 580, 582–3, 589–91, 593–4, 597
 - dialogue, access, risk benefits, and transparency (DART) 588–9
- closed-loop marketing (CLM) 398–9, 404
 - adaptive personalization systems (APS) 403–11
 - mobile 402
 - personalization 401–3
 - recommendation systems 399–401
 - research and development in 398
 - co-creation initiatives 590, 592–3, 601–4
 - citizen efforts of 580, 582, 589–91, 593–4, 597
 - concept of 583–4, 602
 - examples of organisations 594–7
 - management of 604–5
 - service 581, 598, 600, 602

- transactional processes 598, 604
 - use of technology in 593, 599–600
- company growth
 - stalling of 167
- competitive service providers (CSPs) 156
- Consulting Canadians 595
- Consumer Financial Protection Bureau 148–9
- consumer literacy
 - concept of 569
- consumer-to-consumer (C2C) 478
- co-production 589–90
- critical incident technique (CIT) 224
- cross-buying behaviour 24, 27
- customer-based valuation 123–5, 132
 - concept of 124, 133
 - impact of 134
 - numerical example of 124–7
- customer brand value (CBV) 144, 149
- customer cash flow
 - variables in 28
- customer engagement (CE) 26, 99–100, 104, 106–8, 113–15, 143, 272
 - behavioural dimension of 103, 105, 143
 - concept of 102–3
 - management of 98
 - negative 106
 - psychological dimension of 103–4
 - role in CVM 99–100, 102, 109
 - word of mouth (WOM) 143
- customer engagement value (CEV) 146
 - concept of 143–4
 - use of CKV in 148
- customer equity 15, 132, 176
- customer influence value (CIV) 144, 147–9
 - role of word of mouth (WOM) in 147–8
- customer knowledge value (CKV) 144, 149
 - concept of 148
 - use in CEV 148
- customer lifetime duration 16–17, 21, 24, 27–8
 - commitment 18–19
 - concept of 15
 - customer satisfaction 17–18
 - experience quality 16–17
 - loyalty programs 19–20
 - marketing channels 20–22
 - price 19
 - service brand equity 18
 - service design 16–17
- customer lifetime value (CLV) 15–16, 21, 23–5, 27–9, 97, 102, 144, 149, 153–4
 - concept of 14
 - estimation of 24–5, 27, 124
 - increasing 144–5
 - positive 157
- customer portfolio analysis 30
- customer referral value (CRV) 144, 147–9
 - behavioural drivers of 145
 - concept of 145
 - models of 146
- customer relationship management (CRM) 4, 97, 135, 140, 156, 158, 160
 - concept of 139–41
 - customer acquisition 149–52
 - customer churn 155–6, 214
 - customer retention 152–4, 157–8
 - databases of 141–3
 - long-term relationships 11, 26
 - process of 150
 - sources of value 13
 - technology 142–3
 - word of mouth (WOM) 139, 158
- customer satisfaction 169–70, 177, 201
 - analysis of variance (ANOVA)
 - model 175
 - chain-of-effects model 175
 - measures of 170–71, 175
 - post-purchase influence 172–3
 - pre-purchase influence 172
 - relationship with SOW 171
 - customer-to-customer (C2C) 108–9
- customer value analysis (CVA) 176–7
- customer value management (CVM) 98, 101, 112–13
 - implementation 101–2
 - origins of 97
 - referral value 112
 - role of CE in 99–100, 102, 109
- data envelopment analysis (DEA) 194–5

- decision-making units (DMU) 194–5
 Dell Inc. 136, 402, 420
 IdeaStorm 419
 use of social media/networks 415
 digital piracy (DP) 440–42, 452–3, 459–61
 behaviours 437–41, 444–5, 450, 453, 458–60
 concept of 438–9
 External Controls 443
 intentions 437–8, 440, 443–5, 450, 453, 458–60
 self-control 441–3, 450, 453, 458–9
 discounted cash flow (DCF) models 7, 127
 traditional 4, 131–4
 use of 127
- Electro-Motive Diesel (EMD) 370
 Emirates 140
 employee-revenues chain 246–7
 enterprise resources planning (ERP) systems 142
 European Union (EU) 506
 Expert Patient Program 595, 605
- Facebook 142, 397–8, 414, 420–21, 423, 430, 549
 cyber harassment on 424
 ‘like’ system 401
 profile pages 413
 use by companies 98, 147, 149, 415
 user base of 397, 416
- Fadell, Tony
 role in creation of iPod 482
- Ford, Henry 489
- Foursquare 549
- frontline employees (FLE) 245–6, 256–62, 266–7
 behaviour 245, 247–8, 251, 256, 264–5
 investment 245, 265–6
 management of 244–8, 264–5
 self-efficacy 246, 248, 250–53, 256, 264
 well-being 564–5
- functional magnetic resonance imaging (fMRI) 37, 70, 72, 77
 research efforts 86
- Gates, Bill 489
 globalization 513–14, 528
- Google, Inc. 409, 445
 Google+ 549
 Google Maps 429
 Google Scholar 445, 560
- Groupon Now 145, 151, 403, 409
 mobile personalization strategy of 405
- Harlem Children’s Zone 597–9
- Hewlett-Packard (HP) 140, 428
- hierarchical linear modelling (HLM) path model 194
- hospitality industry 527, 533–4, 545, 547, 549
 brand extensions 540–42
 brand partnerships 536–40
 chain-owned, affiliated (COA) 543
 chain-owned, unaffiliated (COU) 543–4
 flash sale daily deal model 548
 franchising 530–33, 545–7
 global expansion 542–3
 growth strategies 533–5
 management company affiliated (MCA) 543–4
 management company unaffiliated (MCU) 543–4
 market orientation of 528–30
 ownership 534–5, 543
 personnel of 535–6
 private sale 548
- HSBC Holdings plc
 personnel of 273
- IKEA
 co-creation efforts 592
- Indonesia 529
- information and communication technology (ICT) 382–4, 387, 491, 581
 machine-to-machine (M2M) services 382–6, 388–9
- Instagram 549
- institutionalization 566–7
- intangibility, heterogeneity, inseparability, and perishability (IHIP)
 concept of 135

- Interact-Service-Propose-Agree-Realize (ISPAR) model 503, 505–6
- International Business Machines Corporation (IBM) 231
 - personnel of 6
 - Run-Transform-Innovate 512
 - Watson 508
- International Society of Service Innovation Professionals (ISSIP) 497
- Intuit
 - TurboTax Live Community 586, 590, 593
- Ive, Jonathan
 - Head of Design for Apple, Inc. 482–3
- Japan 529
- Jobs, Steve 489
 - CEO of Apple, Inc. 482
- Keyring 594–5, 597, 600
- Kraft Foods
 - decline in customers' average share of category spending 168
- LINDE Material Handling Group
 - Fenwick 370–71
- linguistics style match (LSM) 419
 - concept of 418
- LinkedIn 397, 414
 - profile pages 413
- loyalty 37–8, 44, 46, 57–8, 70–72, 79, 83–7, 91–3, 174–5, 185, 189, 431
 - abstract 39
 - action 42
 - addictive 47, 88–9
 - affective 42
 - attitudinal 38, 42, 56–60, 62
 - behavioural 38, 42, 53, 56–7, 59–60, 62, 65
 - brand 174
 - cognitive 42
 - collecting 89
 - conative 42
 - concept of 38
 - concrete 39
 - consumer 41–3, 52, 57
 - criminal 45–6
 - cults 90–91
 - decline of 86, 91
 - disloyalty 44–5, 71–2, 93
 - divided (multi-brand) 87–8, 174
 - familial 39–40, 73–4, 76–8, 82–3
 - fan clubs 85
 - friendship bonds 74–5
 - habitual 45–7
 - head 43
 - heart 43
 - hierarchies of 38–9
 - interpersonal 40–41, 90
 - marketplace 87
 - political 76
 - product 87
 - self-loyalty 72
 - situational/usage occasion based 38, 42
 - ultimate 47–8, 71, 92
 - word-of-mouth (WOM) 59, 61–2
- market capitalization
 - concept of 123
- market research 361
 - proactive 358, 360–61
 - reactive 358
- market segmentation
 - mechanisms for 323–5
- marketing 489–90, 493–4, 500, 517
 - augmentation layers 495
 - concept of 491–2
 - service-dominant logic 498–9
 - special interest groups (SIG) 497
- Marketing Science Institute 103
- Markov Chain Monte Carlo 406
- McKinsey & Co. 586
 - reports of 271, 284
- medicalization
 - concept of 562
- Microsoft Corporation
 - Microsoft Excel 264
 - Microsoft Office 399
- mobile information services 395–6
 - growth of 396–8
 - personalization of 397
- music
 - cultural preferences for 78–9
 - loyalty in 78–9
- Name Your Own Price (NYOP) model 318–19

- National Aeronautics and Space Administration (NASA) 73
- National Football League (NFL) governance system of 506
- Net Promoter Score 98
- Netflix.com 399
- Netherlands 413
Amsterdam 413
- neurological development
loyalty structure 93
processes of 76–8, 82–4, 88
- NexTag 322
- new product development
customer co-creation in 105
- new service development (NSD) 347, 349, 361, 363–7
concept of 346–8
customer co-creation 350–56, 366
customer knowledge 361–3
incremental 357
TRIZ method 364–5
value-creation systems 347–8, 353–4, 363
- Nike, Inc. 482
Nike ID 585
products of 322
- nongovernmental organizations (NGOs) 602, 606
- nonlinear dynamical systems (NDS) 233
- Nordstrom, Inc. 244
- ordinary least squares (OLS)
regression 209–10
- Organisation for Economic Co-operation and Development (OECD) 135
- Pandora 397, 399, 403, 406, 409
Music Genome database 402
- partial least squares (PLS) path modelling 253, 259, 356
- past customer value (PCV) 153
- PepsiCo 396
- Pinterest 147, 549
- Priceline.com 339
NYOP model of 318–19
- pricing of services
advance 295, 297–305, 316
arrival peak 313–14, 317
capacity-constrained 295–6, 305–9
compensation 307–8
consumption peak 311–12, 316–17
cost peak 312, 316–17
cross-selling peak 314, 317
seasonal 296, 309–16
- probabilistic goods 319–20, 324, 329–31, 338–9, 341–2
concept of 318
design of 334–6
use of 320–22
as virtual product 333–4
- probabilistic selling 319–20, 324, 331–2, 342–4
communication with consumers 341–2
concept of 318–19, 323
increased capacity utilization 333
increased market coverage 325, 327–30, 333
opportunistic buyer behaviour 340–41
seller credibility 337–9
technologies used in 322–4
use of 320–21
- Proctor & Gamble (P&G)
Vocalpoint community 586
- prospect theory
concept of 173–4
- Really Simple Syndication (RSS) news-feeds 408
- recency-frequency-monetary (RFM) 153
- regulatory mode theory
concept of 280
- relationship marketing 52, 56–7, 100
commitment, trust and satisfaction 53, 56–60
models of 58–60, 62
- return on investment (ROI) 147, 261–3
- return on quality (ROQ) framework 189, 207
concept of 185
- Royal Dutch Airlines (KLM)
Club China 413, 415, 420–21, 428
- Royce, Josiah
Philosophy of Loyalty 48

- satisfaction/service profit chain (SPC)
 185–6, 188–93, 195, 201, 207–8,
 215, 265
 application of 187
 concept of 182–4
 customer assessment 188
 development of 184
 framework of 186–7
 operational model of 191, 193–4
 resource investment 189
 specialization 191
 strategic model 191
- Schultz, Howard
 CEO of Starbucks Corporation
 272
- Sears 428
- self-service
 characteristics of 585
 model of 584–5
 use of technological advances in
 591–2
- service ecosystem 6, 348, 470, 476, 478,
 480–81, 484
 dynamic 469, 476, 479
 S-D logic 469–76, 479, 485
 view of value creation 468
- service encounter 222–3, 236–8
 concept of 221–2, 233–4
 dyads 229–33, 238
 role in B2B relationships 229, 231
 role of technology in 225
 satisfaction 223–9
 service blueprinting 234–5
 transformative service research
 (TSR) 238
 use of fundamental disconfirmation
 paradigm in 223
- service growth strategies
 asset efficiency services (AES) 376,
 385
 hybrid-offering deployment 372,
 374, 377–82
 interactive services 387–90
 product lifestyle services (PLS)
 376–7, 380, 382
 process delegation services (PDS)
 376–7, 386
 process support services (PSS) 376
 sales transformation processes
 378–81
- service industries 137–8
 failures in 137–8
 interfacing in 138–9
 productivity trade-offs 136
 switching costs 136
 use of CRM in 139–40, 142–3
- service marketing 3, 7
- service networks 235–7
 concept of 234
 influence on development of
 recommendation systems
 401
- service organizations 11–12
 customer relationships with 11–12,
 14
- service–sales ambidexterity 271–3,
 282–3, 288
 concept of 273–5, 278–9
 contextual ambidexterity 277–8
 influences on 280–81
 strategies for 284–8
 structural ambidexterity 276
- Service Quality Index (SQI) 230
- service systems 492–3, 495–7, 499, 503,
 506, 510–12, 515, 518
 criminal 509
 formal 503–5, 508
 holistic 504
 informal 490–91, 503–4
 national 505
 networked 494, 503, 507
- service usage 24, 27
- share of wallet (SOW) 153–4, 166, 176,
 178
 importance of 168
 relationship with customer
 satisfaction 171
 Wallet Allocation Rule (WAR) 177
 weak 168–9
- shareholder value 11, 14, 16, 124, 132,
 134, 540
 optimization of 25, 28, 150
- social-cognitive theory 442
- social learning theory 443, 460
 concept of 439–40
- social marketing campaigns
 viral marketing 111, 143
- social media 415, 420, 422–3, 429–30
 cyber harassment 423–5
 identity construction 423–4

- online conversations 417, 420–21, 429–31
- social networking/networks 110, 142, 236, 404, 409, 413–15
 - affect on defection rates 22–3
 - communities 425–9, 431
 - knowledge distribution within 408
 - online conversations 416–17, 420, 429–31
 - social media 145, 147, 149, 397–8
 - use of GPS in 410
- Southwest Airlines 229
- sport
 - fan identification development in 80–81, 83
 - loyalty in 79–82
- Spotify 398
- Starbucks Corporation 244, 271, 420
 - growth of 272
 - personnel of 272
- structural equation modelling (SEM)
 - path model 194, 210–11, 461, 493
- Telia
 - customers of 350–51
 - NSD projects at 351–2
- Thailand 271
- Theory of Planned Behaviour 441
- TiVo 399–400, 403
 - Suggestions service 399
- Tobit model
 - use in marketing channel analysis 20–21
- Toyota Motor Corporation 287
- TransFair USA 566
- transformative consumer research (TCR) 559, 573–4
 - focus on vulnerable consumers 565–8
- transformative service research (TSR) 557–8, 560–62, 570, 572–4
 - concept of 558–60
 - service design 570–71
- Tucker–Lewis Index (TLI) 62
- Tumblr 549
- Twitter 98, 142, 147, 397, 414, 420–21, 549
 - cyber harassment on 424
 - use by companies 149, 415, 422
- United Airlines
 - Dave Carroll incident (2008) 422
- United Kingdom (UK) 529
- United Nations (UN) 529
- United States of America (USA) 46, 75, 83, 90, 149, 234, 272, 296, 395, 481, 527, 529, 541, 562
 - Americans with Disabilities Act (1990) 565
 - Department of Motor Vehicles (DMV) 583–4
 - Food Stamp Program 567
 - GDP per capita 135
 - healthcare marketing system of 568–9
 - Library of Congress 594, 599
 - Medicaid 567
 - United States Patent and Trademark Office (USPTO) 596–7
 - United States Small Business Administration 596
- value creation 467–70, 475, 477, 479–80, 501–2, 507, 583–4
 - actor-to-actor (A2A) framework 468–9, 471–2, 478, 485
 - goods-dominant (G-D) logic 468, 470, 474
 - service-dominant (S-D) logic 467–71, 473–6, 479, 485, 490–91, 498–9, 502
 - value co-creation 470–73, 478–80, 493, 496, 503, 505, 561, 563–4, 580–83, 585–6, 588
 - value proposition 508
- Vietnam 271
- weighted average cost of capital (WACC) 144
- Whirlpool
 - product development process of 359–61
- Wikipedia 429
- World Bank 571
- Yelp, Inc. 428
- Youth Court of Washington 594, 598, 603
- YouTube 98, 420, 422, 430

