

## Self check

**1** The design of an appropriate service delivery system will reflect:

- a** The complexity of the service
- b** The business and technical dimensions of the market
- c** Both a and b

**2** Which of the following is a distinctive characteristic of service operations:

- a** Services are produced and consumed separately, so it is possible to use inventory as a way to help absorb fluctuations in demand
- b** Customers do not form part of the delivery system
- c** The intangible nature of services means that customers are not able to see, feel, inspect or even test a service before it is purchased

**3** Which of the following statements is true about service organizations:

- a** Some staff will deal directly with customers
- b** All staff will deal directly with customers
- c** None of the staff will deal directly with customers

**4** An example of an automated service is:

- a** Dry-cleaning
- b** Cash dispensing
- c** Word processing

**5** The key dimensions that help to classify services into professional services, service shops and mass services categories are:

- a** Volume
- b** Service variety
- c** Both a and b

**6** A key element within the service delivery system design is the service experience. This concerns:

- a** The reality of the service that is delivered
- b** Where and what is delivered
- c** Identifying volumes and the relevant order-winners and qualifiers to retain and grow market share

**7** Which of the following statements is true:

- a** Retention rates are higher for customers having no problems during service delivery
- b** Retention rates are higher for customers having problems during service delivery
- c** Retention rates are not affected by whether a customer experiences a problem during service delivery

**8** The front-office tasks of the service delivery system are conducted:

- a** In the presence of and involving the customer
- b** Away from and not involving the customer
- c** Both a and b

**9** An advantage of completing work in the back office is that:

- a** Processing volumes are lower
- b** Work is easier to schedule
- c** The customer can process some of the activities

**10** Alignment involves:

- a** Ensuring that all operations processes are in a line
- b** Checking how well the requirements of markets are matched by the characteristics of the operations systems used to provide them
- c** Checking that the skill level of people delivering the service is the same for each step of the delivery system