



Service Landscape

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Abstract

Learning outcome: This teaching case will familiarise the students with the problem faced by customers related to the quality of after-sales service and will help plan and prepare after-sales service as an offering to enhance customer experience.

Case Overview: A hypothetical character Ms. X after getting the USB port of her laptop repaired finds her Display broken. Instead of her trust, she is cheated by the service center. She is blamed for not inspecting the repaired item before signing the delivery document. She finds herself in

Complexity Academic Level: This teaching case is useful for Students of management

Keywords: After-sales service, Customer experience,

Ms. X had sent her branded laptop to an authorised service facility to fix a broken USB port. The laptop was given to her the following day, but when she went to pick it up, she was informed that it wasn't ready yet. Four more days passed before Ms. X finally got her laptop. When she first received the repaired laptop, she was in a hurry and didn't have time to test its functionality. After arrival, she turned on the laptop at home, only to discover that the Display was broken. The following day, she went back to the service center to report the display problem. Ms. X was shocked to learn that the service center cannot be held accountable for the display issue because she signed the delivery documentation. To fix the issue, she was instructed to complete a new service request form, and she was also informed that she was responsible for paying any associated costs. She wondered these days companies focus on enhancing customer experience but in reality, the third-party service center transfers accountability to customers. The companies are unaware or indifferent to customers' problems. She searched for the contact number of company Y and found two toll-free numbers available on the site. She compared the ways customers were being treated. The company appointed Mr. Khanna to look after the possibilities of enhancing the customer experience.

1. Can After Sales Service through a third party be a cause of concern? Discuss.
2. In the above case, there seems to be a breach of trust. How is a breach of trust related to the quality of service?