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## Service Blue Print for Aquarium Business Using Service Mix

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### **Abstract:**

*The aquarium keeping customer's and service providers regarding to the service blue print for aquarium business using service mix have been studied in this paper. There are a lot of techniques that used to develop the aquarium business service design for the users practice. One of them is the service blueprint that is the method of process modeling that use to visualize, analyze, organize, control and develop service processes for improving the internal and external of organization (Gersch et al., 2011). The aim of this paper to exploring service design blue print for aquarium business using service mix. These research processes utilize qualitative research design and researcher used "in depth interview" in aquarium business service providers and also adopted with purposive sampling method. The study facilitates the existing aquarium business service design and improving service design for aquarium Promoters.*

**Keywords:** service blue print, aquarium business service, service design, service mix

### **1. Introduction**

The development of aquarium business service industries in Tamilnadu is growing in the positive direction since the customer expectation on keeping with ornamental fish aquarium. Service Blue printing is the process of creating the delivering service set that shows the personnel and equipment necessary (Mascio, 2007). This process adapts for service innovation, quality improvement, customer experience design, and planned change focused around customers as a highly helpful (Bitner et al., 2007) and value (Hummel and Murphy, 2011). Drucker (1977) indicate that the efficiency as "doing the right things" and the good organization as "doing things right". Moreover this practice involves a explanation of the different process steps visually and in link, helping to define the steps at which the customer uses the core service and to identify the extra benefits that make up the improved creation (Pires et al., 2004).

### **2. Components of Service Blueprint**

Coenen et al. (2011) defines a service blueprint as "Visually displays activities by simultaneously depicting the process of service delivery, the points of customer contact, the roles of customers and employees, and the physical surrounding of the perceived process".

A typical service blueprint consists of five components (Bitner et al., 2007):

- Customer actions: All of steps that show the customers' activity.
- Onstage/visible contact employee actions: Face-to-face actions between the customers and employees
- Backstage/invisible contact employee actions: All of the employee actions, but the customer can't see.
- Support processes: All the tangibles that customers are exposed to that can influence their quality perceptions.
- Physical evidence: All the activities carried out by individuals and units within the company who are not contact employees.

Moreover, there are the actions that separated by diverse "lines" (Coenen et al., 2011; Gersch et al., 2011).

The "line of interaction" separates the customer activity from the provider action, showing the direct interactions between customer and provider. Above the "line of interaction", there are the activities, choices, and interactions performed by the customer.

The "line of visibility" differentiates between the visible (onstage) and invisible (backstage) to the customer. Above the "line of visibility", there are the actions and decisions carried out by front office employees.

The "line of internal interaction" distinguishes between front office and back office activities. Support processes which are necessary to aid front office employees in delivering the service are carried out below the "line of internal interaction".

**3. Problem of the Study**

India has a population estimate of above 1.22 billion (2012) and India is the second largest in the world population, based on the population the demand is proposed to increase, hence companies are introducing various service blue print and service design for their consumers like Banking service, Hotels service, Hospitals service, Restaurant service etc., the services are standardized properly by corporate companies. The ornamental fish aquarium business service is developing and very little efforts are identified in developing service design for aquarium business service using service mix. The aquarium business service mix is attempted to design a structured service design like restaurants, coffee shop, and ice crème parlor. The study is aimed to enhance business growth and to fulfill the aquarium keeping customers’ expectations as services. Hence, the study is attempted to provide service design up to prototype and the experimentation blue print of the study is directed for further study.

**4. Objective of the Study**

- To exploring service blue print for aquarium business service design using service mix.
- To evaluate customer expectations in term of quality of service of the aquarium business service design using service mix.

**5. Research Methods**

Regarding to the aim of this paper the research must examine and apply to improve the aquarium business service process for service experience. For the collection of complete and detail information about aquarium keeping customer’s expectation in the service delivery process. The study on service design for aquarium business is attempted using exploratory research design. The study has been covering sample size 63 individual respondents drawn by interview and purposive sampling techniques in aquarium using customers in exhibition ‘Saravana Fish Show’ Chidambaram in cuddaloure district. First of all, In-depth interview was used to be the method to help on creating the interview schedule questionnaire. The questionnaire was devised to evaluate customer expectations in term of quality of service of the aquarium business service design using service mix. Each interviews lasted from 10 minutes to half hour in exhibition area, and video recording for interview discussion. Finally, Service-Blueprinting output consists of a graphically-presented overview of the service process and its activities.

**6. Result and Discussion**

The study results presented in the following service design blueprint model (Figure.1) has been analysis in depth interview of aquarium customers expected service and observation of service providers and customer interaction about buying aquarium and selected aquarium business service design in aquarium place.

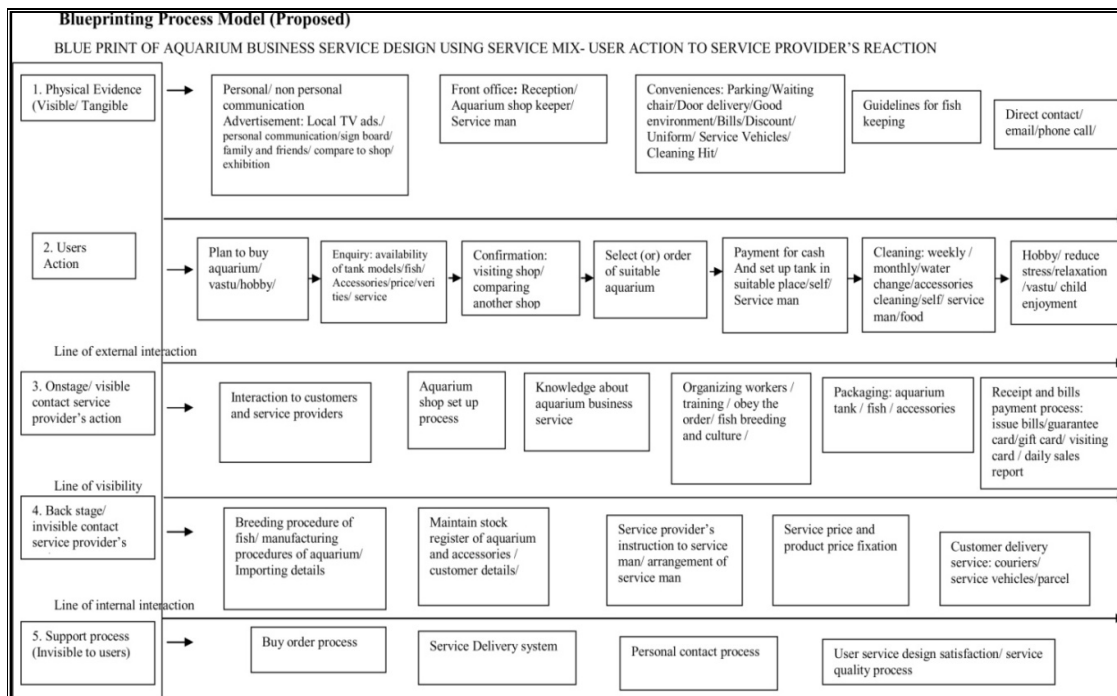


Figure 1

Service Blueprinting is a service planning help tool. It has been used for developing aquarium business services as well as for improving existing services. The method is also appropriate for ensuring the service quality processes. It has been used for identifying users experience activities and service provider’s action overview. The Service-Blueprinting output consists of a graphically-presented overview of the service process and its activities. Service-Blueprinting allows for visualization of the service development process in its

early stages. In each process step, such as physical evidence, aquarium user's activities, contact service provider's actions, if tangible services become visible and invisibles and supportive process.

The above service blueprint model for aquarium business service design using service mix (Figure 1), there are two main objectives of the Blueprint. The first is to analyze and see the aquarium customer's interactions, while the second is to have a explore that enables better judgment of the business service design. For the purpose of service quality and service design generalization, the five genuine levels of the service Blueprint as.

The starting point of the service process is the aquarium business service design. The first stage of service blueprint is customer's activities in the aquarium business service. Typically, the aquarium keeping customers will plan to buy aquarium describe the reason from their perspective hobby, vastu and institutional use. Next, the customer arrives at aquarium service shop. After speaking and enquiry with the aquarium service providers about the aquarium models availability, fish varieties, accessories, price details and maintenance service details. During the customers visit to shop, they select suitable aquarium tank, color fish, and its accessories. After successful selection of aquarium, choose suitable place, the service shop provides an invoice for setup services rendered. The customer makes payment when the process is finished. In the shops, follow up customer service is considered as a separate service function. Finally, the aquarium keeping customers, benefits to playing, enjoying, get relaxing and establishing aquarium keepers as hobby.

The second step appears in the onstage visible contact level are all perceivable by the customers; he/she is integrated in the process such as customer's expectation, existing service, aquarium setup and maintenance. The third step of backstage processes includes fish breeding and ordering, maintaining customer's details, service instruction to service man, cost fixation, service man travels, service delivery and invoice preparation etc. are not perceivable by the customers.

The fourth steps as supportive process are the backstage operations that needed in order for the service to function. These processes usually take the form of a database, purchase order system, knowledge based systems, service delivery systems, manufacturing systems and service quality system that the backstage service providers depend upon in order to complete the service request.

The fifth step showcases the evidence as one component of the service than the most readily available design input. For the service provider, it presents opportunities for introducing local TV advertisement, personal communication, sign board, family friends and compare another shop quality. Taking those design concepts to an aquarium business service environment is parking facility, waiting chair, employee uniform, discount, door delivery and good environment. At times, additional service evidence was needed to be created in order to complete the design for a positive service experience.

## 7. Limitation of the Study

The focus on the study is mainly based on aquarium keeping consumers activity. The study has been carried out to understand the consumer expectation and service design for aquarium business service. Since, aquarium consumers and aquarium fish exhibition visitors only interviewed for the study and this is the limitation of the study. Many aquarium visitors are partially willing to give the information and limited awareness of aquarium maintaining and also service design.

## 8. Scope of the Study

Aquarium business service design provides enormous scope to carry out the continuous research. This study suggested a more areas for further research. More dimensions like service quality, customer satisfaction, service expectation. The study on aquarium business service design facilitate study in other service sectors such as banking, couriers, postal, hospitals, pet care clinic and new innovative service business.

## 9. Conclusion

This study aimed to explore the current practice and the customer experience, expectation, perception and view of a aquarium keeping customers with regards to the service design. A qualitative research strategy has been selected as appropriate for this particular research area. A study collected data analysis has been utilized and purposive sampling has been used to identify potential research participants. A servicescape approach and service design tools such as blue print process to data analysis was used for the study. The results of this research show that in all fivefold dimensions of service blueprint process model have positive impacts on customer satisfaction.

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