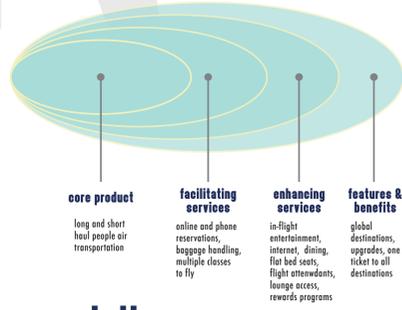


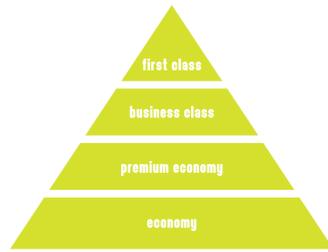
scheduled passenger air transport

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service package



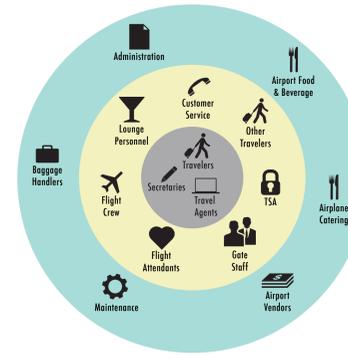
service tier



value categories

basic / value	medium	premium	super premium	health	loaf

stakeholders



segmentation

	Budget short haul	Budget long haul	'Chic' short haul	'Chic' long haul	Premium short haul	Premium long haul	Exclusive airlines

service outcomes



heavy user - air transport

Daniel is overall generally pleased when he flies, especially because it is typically in first or business class. The reservation process is simple because he has his secretary. Since he is 95% of the time in an upper class cabin, he has quite high expectations for the in-flight service and experience. It is rather easy for it to not be quite up to his standards. Daniel has also had his share of delays and cancellations, so when things go smoothly for a while, he is very pleased.



light user - air transport

Charlotte is not a frequent flyer by any means, so she always views the reservation process as a complicated hassle, and is pleasantly surprised at how easy it actually is. The same thing goes for the in-flight service. As a Southwest user, she experiences exceptional service for the low fares. Also for budget carries, the punctuality is impressive because of their simple processes and abundance of self-service opportunities. It is nice to see that some airlines still show that they care about their customers even with low prices.



the elite business traveler

"I spend most of my time on airplanes. I have even become friends with a lot of crew members."



daniel

Daniel is a frequent business traveler who is on the go about two or three times a month, flying long distance domestic and long haul overseas. He is a Diamond Medallion member of Delta, the most coveted frequent flyer position for the airline. He flies because it is in his job description, and as long as the flights are up to his expectation, he is pleased, often flying first and business class.

He has no significant other or children, so it is quite easy for him to be out of town a lot, and frankly he does enjoy a lot of it. Daniel rarely travels for leisure purposes, although he has enough miles and status to take several significant free vacations, but it is simply that he cannot find the time for it.

Activities he enjoys in flight are catching up on work with his laptop and tablet, watching movies and television on a good entertainment system, enjoying a good glass of red wine, and non-disruptive sleep.

value proposition

FOR the business long haul traveler
THAT WANTS pleasant, comfortable, and efficient air transportation
THROUGH a dependable and punctual airline
THAT DELIVERS a connected global network of flights.
UNLIKE low cost short haul carriers
PREMIUM LONG HAUL AIRLINES OFFER peace of mind
BECAUSE needs and expectations will be met.

38 years old
 Single
 Raleigh, North Carolina
 Technology Evangelist
 \$115,000 annual income

KEY MOTIVATOR
 Daniel flies solely for business and hardly for leisure.

SERVICE GOALS
 He desires efficient, comfortable, and dependable air travel with exceptional customer service as an elite traveler.

flies 3 to 4 times a month

the cupcake lady

"I don't always fly, but when I do, it's never far and for a good fare."



charlotte

Charlotte has worked hard her whole life to make it where she is a successful small business owner. She graduated from University of Tampa, and moved down to Naples to start her bakery. She has always remained in the realm of southern Florida, and if she must travel a longer distance within the state, she will always drive. Charlotte has family in South Carolina where she grew up, so she will fly up there every once in a while to visit if she can find a free weekend. Otherwise, she will drive down to the Florida Keys or take a short trip to the Bahamas for quick vacations.

Charlotte is not a big flyer, so when she does fly, it is always with an economy airline such as Southwest, and for the best fare she can find. She is not a part of a frequent flyer program, so she solely searches for the cheapest rate with no other significant incentives. Charlotte is perfectly content to stay in the area close to home.

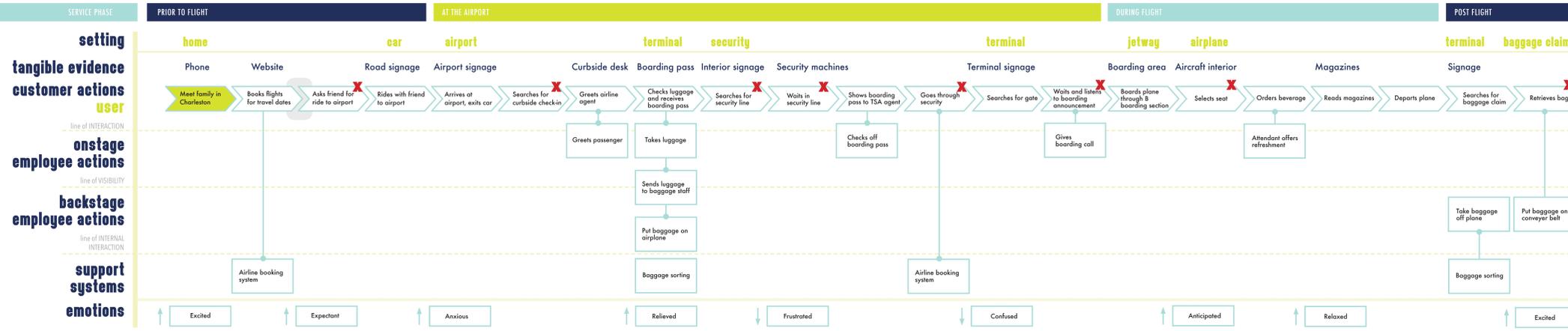
29 years old
 Married
 Naples, Florida
 Bakery Owner
 \$35,000 annual income

KEY MOTIVATOR
 Charlotte flies to see family and friends every once in a while, only when it is too far or inconvenient to drive a car.

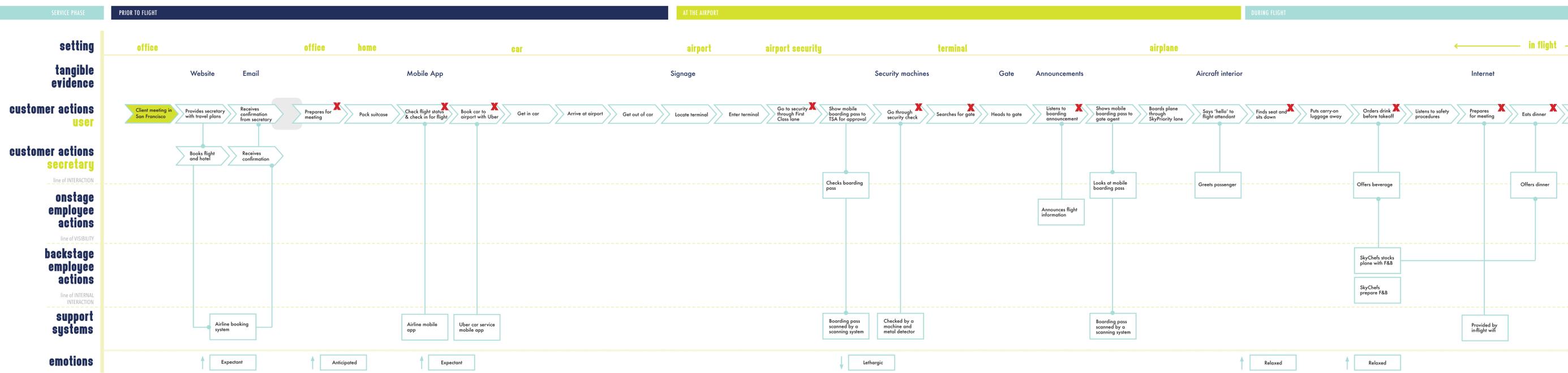
SERVICE GOALS
 She desires affordable and punctual air travel that she can depend on.

flies 2-3 times a year

service blueprint - light air transport user



service blueprint - heavy air transport and short term car rental user





the silicon valley salesman

"you can't really be too eco-friendly!"

bill

38 years old
Married
San Francisco, California
Salesman
\$125,000 annual income

KEY MOTIVATOR
Bill's motivator is the clean and comfortable alternative to owning a car.

SERVICE GOALS
Bill wants to send the right signals when he meets customers. Being eco-friendly and free of stress is a goal that carsharing can help him and his wife achieve.

uses carsharing **2 to 3** times a week
\$80-100 weekly plus **\$39** membership

value proposition

FOR the diverse business person
THAT WANTS premium quality, comfort and signal value.
CARSHARING is a quick and easy rental service **THAT DELIVERS** accessible cars for a fair price.
UNLIKE traditional rental services
OUR SERVICE OFFERS short-time rentals
BECAUSE it fits the life of modern people better



the family man

"in these times, it's all about putting your money in the right places."

andrew

43 years old
Married with four kids
Portland, Oregon
Store Owner
\$45,000 annual income

KEY MOTIVATOR
Andrew likes having a car when he needs one, but doesn't like to keep things around that simply take up space and money.

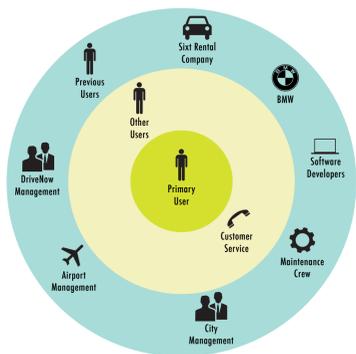
SERVICE GOALS
Andrew and his family help other people when they can, but the family's time together is first priority. Through carsharing Andrew can work towards fulfilling both of these objectives.

uses carsharing **1** time a week average
\$30-50 spent weekly

value proposition

FOR the modern family
THAT WANTS flexibility and comfort.
P2P CARSHARING IS an alternative to the traditional way of having a car
THAT DELIVERS different cars when they are needed.
UNLIKE traditional rental services
OUR SERVICE OFFERS a personal way of renting for a short time
BECAUSE sharing is more important than ever.

stakeholders



value categories

basic / value	medium	premium	super premium	health	loaf
National Budget Avis	zipcar Getaround Avis Hertz	DriveNow	Hertz Dream Cars		CAR EGO

service outcomes



light user - car rental

Joining and booking a car almost cannot get any easier for Andrew. It is just as easy for him as it seems, and maybe even a little easier than that, and Andrew loves it. Picking up the car for the first time was a little confusing though. There are a few things to do before he can actually drive, like removing the charger and unlocking the car with the ID card. It seems a little confusing to Andrew who thought it was just as easy as booking it.



heavy user - car rental

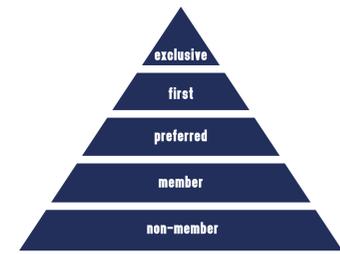
Bill knows the process of renting a car well after having done it several times. Still he is always positively surprised by how easy it is to book the car. It just works. The same can be said about the car, which Bill always looks forward to driving. Finding the car is a varying experience for him. Sometimes there is a station right outside, but other times he has to take public transport, which is not always comfortable. However, not having a car himself, Bill just cannot get his hands down when he sits down in the electric BMW and drives off.



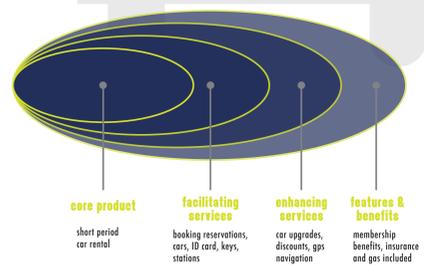
short period rental car services

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service tier



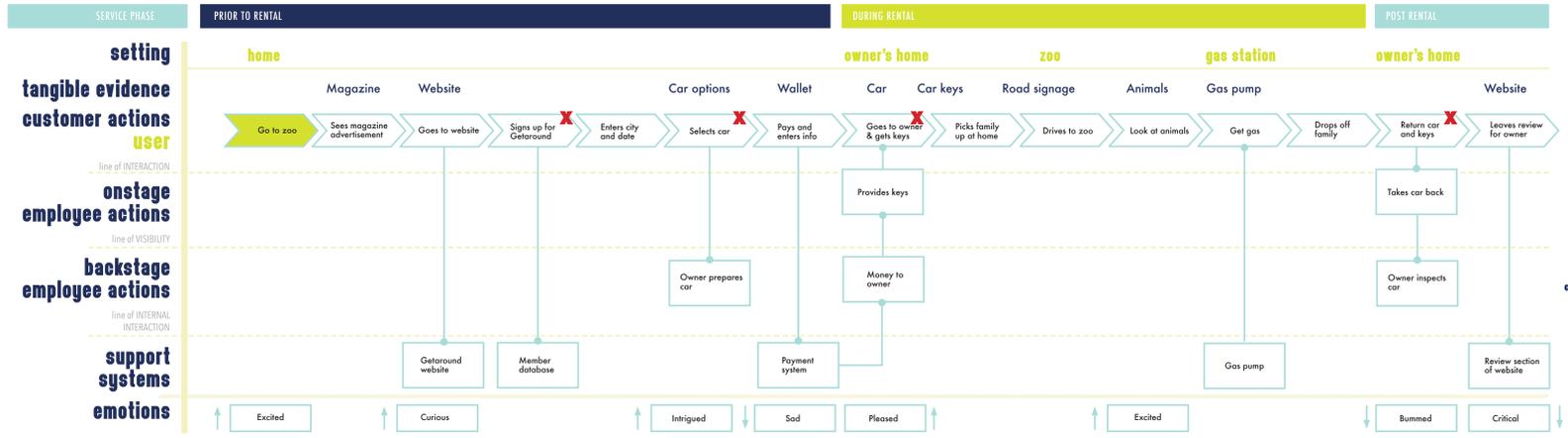
service package



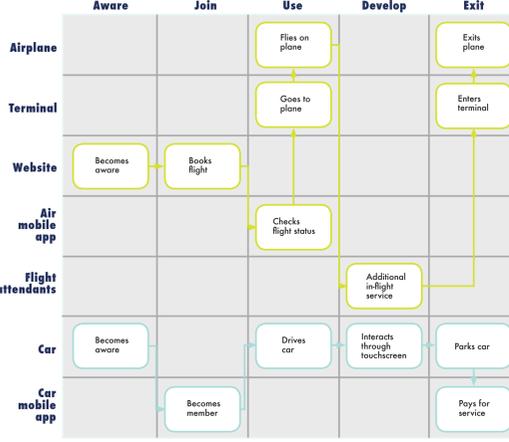
segmentation

	All-electric cars	Premium cars	Small cars	Vans	P2P cars
Students					
Business					
Families					
Couples					

service blueprint - light car rental user



blueprint by channel



service outcomes

