

Building Services which are easily programmable, versatile, elastic, integrated and flexible

Laxman Jadhav

Organization: CAPIOT Inc.

PHD Scholar of JJTU University, Rajasthan

Qualification: B. Sc. (Physics), MMM

Abstract

A possibly crippling issue that organizations confront today is that current legacy service infrastructure and strategies were not built to use new technologies, bolster new business models, offer sufficient control and do everything rapidly. Conventional services and administration focuses, were developed in a siloed way, built for most extreme limit and pinnacle loads, but not intended to be versatile, elastic, integrated or flexible.

Today's customer experience requires a combination of individualized insights, connected interactions and an agile approach to meet customers in the channel of their choosing. This means more than simply doing the same things over in the new channels. It requires new ways of exploring customer trends and preferences, and being smarter about responding to these factors.

Introduction

Indian economy is classified in three sectors — Agriculture and allied, Industry and Services. Agriculture sector includes - Agriculture, Forestry & Logging, Fishing and related activities. Industry includes - 'Mining & quarrying', Manufacturing, Electricity, Gas, Water supply, and Construction. Services sector includes - 'Trade, hotels, transport, communication and services related to broadcasting', 'Financial, real estate & professional services', 'Public Administration, defense and other services'.

Services sector is the largest sector of India. Gross Value Added (GVA) at current prices for Services sector is estimated at 73.79 lakh crore INR in 2016-17. Services sector accounts for 53.66% of total India's GVA of 137.51 lakh crore Indian rupees. With GVA of Rs. 39.90 lakh crore, Industry sector contributes 29.02%. While, Agriculture and allied sector shares 17.32% and GVA is around of 23.82 lakh crore INR.

Services have mainly five unique characteristics compared to products/goods. These can be envisaged as an advantage than a constraint. Characteristics: 1. Intangibility 2. Inseparability 3. Heterogeneity 4. Perishability and 5. Ownership.

Five service product levels identified by Kotler-

1. Core Benefit - The fundamental benefit or service the customer is buying (hotel : rest/ sleep)
2. Basic Product - Basic functional attributes (room, bed, bath)
3. Expected Product - Set of attributes / conditions the buyer normally expects (clean room. Large towel, quietness)
4. Augmented Product - That meets the customers' desire beyond expectations
5. Potential product - The possible evolution to distinguish the offer.

Programmable Services

Service providers should look for creating services in micro forms which would be increasingly used in developing and working towards to create larger, more complex services, that are better developed and managed as a combination of smaller services, that work cohesively together for larger, far reaching usefulness. Tools should be developed to meet the need to think about and build services using a piece-by-piece methodology that is, frankly, less mind-boggling than considering the whole of the service at once.

Services in its micro form should be a part of service oriented framework wherein services are built as a collection of different smaller services rather than one whole service. Instead of a monolithic service, you have several independent services that can run or serve on their own and may be created using different services. Big and complicated services can be made up of simpler and independent services that are executable by themselves. These smaller services are grouped together to deliver all the necessities of the customers instead of the big, monolithic service.

Such services should capture your business scenario, answering the question "What problem are you trying to solve?" It is usually developed by a service engineering team with only a few members and utilizing available framework. Each of the included service is freely formed, executed, and scaled. These microservices can interact with other microservices and can have unique names while being always available and consistent even when failures are experienced. This would help service providers come up with a service faster with lower costs and fewer iterations. The agility and low costs can also come from being able to reuse these smaller services on other business endeavors, making it more efficient.

Marketing of such services is performed within a certain environment which itself is always changing. The marketing activities have, therefore, to change accordance with environmental changes. In order to appreciate this process it is easier to divide the marketing activities into four basic elements, which are together referred to as the marketing mix or the 4Ps in marketing. The word Product stands for the goods or services offered by the organization. Price refers to the money value that the customer has to pay. The product has to be adequately priced. This involves considerations of the profit margin, the cost, the possibility of sales at different prices and the concept of the right price. Promotion is the aspect of selling and advertising, or communicating the benefits of the product or service, to the target customers or the market segment involved in order to persuade them to purchase such products or services. It includes selling through advertising as well as the sales force.

Besides, a certain amount of promotion is done through special seasonal discounts, competitions, special price reductions, etc. collectively called sales promotion. Finally, physical distribution refers to the aspect of the channels of distribution through which the product has to move before it reaches the consumer. It also includes the logistics aspects of distribution such as warehousing, transportation, etc.

Conclusion

Services should be so fine grained and detailed so as to be easily integrated to any other services as per customers requirement. Some services are consumed more effectively in combination with other services. When customer perceives value in package of services that are interrelated, price bundling is an appropriate strategy. It basically means pricing and selling services as a group rather than individually. A potentially debilitating problem that businesses face today is that existing legacy service infrastructures and strategies were not built to leverage new technologies, support new business models, offer adequate control and do it all quickly. Services were constructed in a siloed manner, built for maximum capacity and peak loads, but not designed to be elastic, integrated or flexible. Complicating matters is that each siloed service doesn't talk to others and may have been built to differing standards. Integrating them can be difficult when incompatible standards, including authentication, service design or communications protocols, get in the way. Customers who had a positive experience told 10 or more people about it. It is also found that consumers' impulse is to punish bad service more than they reward delightful service. Today's customer experience requires a combination of individualized insights, connected interactions and an agile approach to meet customers in the channel of their choosing. This means more than simply doing the same things over in the new channels. It requires new ways of exploring customer trends and preferences, and being smarter about responding to these factors. Formal sharing of experience, and defining of priorities for future work, could greatly accelerate the rate of innovation and uptake of new approaches.

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