

**FoMLSS/INTERNATIONAL BUSINESS, MARKETING, AND BRANDING**

**INTERACTIVE SERVICES MARKETING, MAR6011-B**

**Assessment: 21/22**

**Submission Date:** 15:00 on 9<sup>th</sup> May, 2022 (Electronic Submission using Canvas)

**TYPE OF ASSESSMENT**

Individual Coursework

**INSTRUCTIONS TO CANDIDATES**

This assessment is worth 100% of the overall module assessment

**Coursework Brief**

This coursework involves developing a 3000-word written report analysing a service organisation in relation to critical incidents/service failure.

**Task Brief**

1. Please select a service company operating in one of the following industries:
  - Fast food company
  - Transportation
  - Personal grooming
  - Education
  - Financial services
  - Telecommunications
  
2. You have been employed as a consultant for your chosen organisation with the following deliverables:
  - i. Conduct market research to identify a critical incident where a customer is extremely dissatisfied with the service firm, its staff, or the service provided.

The market research can employ qualitative methods (e.g., interviews, focus groups), quantitative methods (e.g., survey), or a mixed methods approach (i.e., interviews and surveys).

- ii. Provide an in-depth analysis of the critical incident/service failure including but not limited to what went wrong, what actions were taken by the customer after the critical incident/service failure, and what actions were taken by the firm after the critical incident/service failure.
- iii. Provide a visual illustration of the service blueprint for the service firm.
- iv. Provide recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon based on the findings of the research.

#### **How marks are awarded:**

The report should have all the main sections of a business report, which should include:

1. An executive summary of the selected organisation including but not limited to information about the service provided, industry of operation, number of employees, major competitors, market share, and target customers (10%)
2. Research goals, aims, and objectives highlighting the purpose of the report (5%)
3. Methodology that provides information on the following:
  - i. Methods used in conducting the research (i.e., qualitative, quantitative, or mixed methods) (5%)
  - ii. Survey/interview protocol used (5%)
  - iii. Sample used for the data collection and their demographics (5%)
  - iv. Data collection process (5%)
4. In-depth analysis of the critical incident explaining the following:
  - i. The circumstances surrounding the critical incident/service failure (10%)
  - ii. Organisational/employee response to the critical incident/service failure (10%)
  - iii. Consumer response to the critical incident/service failure (10%)
  - iv. Visual illustration of the service blueprint for the service firm (10%)
5. Recommendations
  - i. Recommendations on appropriate service recovery techniques (5%)

- ii. Recommendations on how customer satisfaction can be improved upon (5%)

## 6. Academic writing, structure, and references (10%)

This includes: use of academic literature, good academic writing, correct referencing in-text throughout the essay, good structure, and appropriate reference list.

## 7. Appendix (5%)

This should include transcripts of the interview(s) conducted and/or the responses to the survey. It should also include the signed off ethical approval form.

### **Formatting Guidelines:**

Length: 3000 words  
Reference style: Harvard Referencing  
Fonts: Times New Roman 12 point  
Line spacing: 1.5 lines  
Alignment: Justified

Please note that the 3,000-word count excludes tables, figures, cover page, reference list, and appendices.

### **Recommended structure of the report**

- 1.0 Executive Summary
- 2.0 Research goals, aims, and objectives
- 3.0 Methodology
  - 3.1 Methods used in conducting the research
  - 3.2 Survey/interview protocol used
  - 3.3 Sample and sample characteristics
  - 3.4 Data collection process
- 4.0 In-depth analysis of the critical incident/service failure
  - 4.1 Circumstances surrounding the critical incident/service failure
  - 4.2 Organisational/employee response to the critical incident/service failure
  - 4.3 Consumer response to the critical incident/service failure
  - 4.4 Visual illustration of the service blueprint for the service firm
- 5.0 Recommendations
  - 5.1 Recommendations on appropriate service recovery techniques
  - 5.2 Recommendations on how customer satisfaction can be improved upon
- 6.0 Reference list

## 7.0 Appendices (including ethical approval form)

Please note that the report **does not have to follow the recommended structure**. You can think of other potential headings to structure your report.

### Ethical Approval

Please note that the ethical approval form needs to be completed and signed off by the module leader before research commences. The ethical approval document is provided alongside the assessment brief and should be included in the appendix. The deadline for completing and signing off the ethical approval is **Friday April 1, 2022 by 12:00 GMT.**

### Submission Guidelines

This coursework is due on the 9<sup>th</sup> of May, 2022 by 15:00 and will be an electronic submission on canvas. Please note the following important guidelines:

1. **Similarity Checker:** You can use the Similarity Checker to submit your draft assignments multiple times to check the academic integrity (plagiarism) using Turnitin – See Plagiarism info. This work will not be marked.
2. **FINAL ASSESSMENT SUBMISSION:** Links will be created for you to submit the final version of your assessment i.e., the one you want to be marked. You have only ONE opportunity to submit your final assessment and it is your responsibility to ensure you submit the CORRECT work.
3. **IMPORTANT TO NOTE:** As per the above, Programme Administration and/or Module Leaders will be unable to amend/delete or resubmit on your behalf any work which has been presented within the FINAL submission link.

### Marking Guide

>80: Excellent executive summary that provides in-depth information about the selected organisation. Brilliant explanation of the research goals, aims, and objectives of the research. Detailed methodology section that provides information on the methods used to conduct the research, appropriate justifications, the survey/interview protocol used, the sample used for the data collection, and the data collection process. Exceptional analysis of the critical incident/service failure, the organisational/employee response, and the consumer response to the critical incident/service failure. Thorough visual representation of the service blueprint.

Comprehensive strategic recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon. Exceptional use of academic literature, sub-headings, and in-text referencing throughout the report. Very good and detailed reference list that shows a wide range of sources (i.e., academic and practitioner sources) and outstanding academic writing. Detailed appendix that includes the transcripts of the interview(s) conducted and/or the responses to the survey.

70-79: Very good executive summary that provides in-depth information about the selected organisation. Very good explanation of the research goals, aims, and objectives of the research. Detailed methodology section that provides information on the methods used to conduct the research, appropriate justifications, the survey/interview protocol used, the sample used for the data collection, and the data collection process. Very good analysis of the critical incident/service failure, the organisational/employee response, and the consumer response to the critical incident/service failure. Thorough visual representation of the service blueprint. Very good strategic recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon. Very good use of academic literature, sub-headings, and in-text referencing throughout the report. Very good and detailed reference list that shows a wide range of sources (i.e., academic and practitioner sources) and very good academic writing. Detailed appendix that includes the transcripts of the interview(s) conducted and/or the responses to the survey.

60-69: Good executive summary that provides in-depth information about the selected organisation. Good explanation of the research goals, aims, and objectives of the research. Good methodology section that provides information on the methods used to conduct the research, appropriate justifications, the survey/interview protocol used, the sample used for the data collection, and the data collection process. Good analysis of the critical incident/service failure, the organisational/employee response, and the consumer response to the critical incident/service failure. Good visual representation of the service blueprint. Good strategic recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon. Good use of academic literature, sub-headings, and in-text referencing throughout the report. Good reference list that shows a wide range of sources (i.e., academic and practitioner sources) and good academic writing. Good appendix that includes the transcripts of the interview(s) conducted and/or the responses to the survey.

50-59: Adequate executive summary that provides in-depth information about the selected organisation. Fair explanation of the research goals, aims, and objectives of the research. Adequate methodology section that provides information on the methods used to conduct the research, appropriate justifications, the survey/interview protocol used, the sample used for the data collection, and the data collection process. Fair analysis of the critical incident/service failure, the organisational/employee response, and the consumer response

to the critical incident/service failure. Adequate visual representation of the service blueprint. Fair strategic recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon. Satisfactory use of academic literature, sub-headings, and in-text referencing throughout the report. Satisfactory reference list that shows a range of sources (i.e., academic and practitioner sources) and fair academic writing. Adequate appendix that includes the transcripts of the interview(s) conducted and/or the responses to the survey.

40>49: Very basic executive summary that provides in-depth information about the selected organisation. Very basic explanation of the research goals, aims, and objectives of the research. Very basic methodology section that provides information on the methods used to conduct the research, appropriate justifications, the survey/interview protocol used, the sample used for the data collection, and the data collection process. Very basic analysis of the critical incident/service failure, the organisational/employee response, and the consumer response to the critical incident/service failure. Very basic visual representation of the service blueprint. Very basic strategic recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon. Very basic use of academic literature, sub-headings, and in-text referencing throughout the report. Very basic reference list that shows a limited range of sources (i.e., academic and practitioner sources) and very basic academic writing. Very basic appendix that includes the transcripts of the interview(s) conducted and/or the responses to the survey.

<40: Inadequate executive summary that provides in-depth information about the selected organisation. Little or no explanation of the research goals, aims, and objectives of the research. Inadequate methodology section that provides information on the methods used to conduct the research, appropriate justifications, the survey/interview protocol used, the sample used for the data collection, and the data collection process. Inadequate analysis of the critical incident/service failure, the organisational/employee response, and the consumer response to the critical incident/service failure. Poor visual representation of the service blueprint. Inadequate strategic recommendations on appropriate service recovery techniques and how customer satisfaction can be improved upon. Inadequate use of academic literature, sub-headings, and in-text referencing throughout the report. Inadequate reference list that shows a limited range of sources (i.e., academic and practitioner sources) and poor academic writing. Poor appendix that does not include the transcripts of the interview(s) conducted and/or the responses to the survey.

**THE END OF THE PAPER**