

UNIT-3  
MBA MK1  
Dr. Bharti Shukla

# PHYSICAL EVIDENCE

- ***Physical evidence is the environment in which the service is delivered and where the firm and the customer interact and any tangible commodities that facilitate performance or communication of the service.***
- ***Physical evidence includes the **servicescape**, a term used to describe the physical facility where the service is produced and/or delivered.***

# SERVICE ENVIRONMENT

- ▶ ***Physical backdrops surrounding the service (Servicescape)***
  - ***Ambience and cleanliness of a cinema hall***
  - ***Cafe near a college***
  - ***Elegant decor of a shop to cater to upscale market***

## PHYSICAL EVIDENCE- THE EXTENDED 'P'

- ***'Servicescape' or 'Atmospherics' creates mood, longing, attraction or desire to visit / recommend service provider by tangibilisation. It includes every tangible touch point i.e. brochure, building, dress of the people, furniture, wall decor etc.***

## PHYSICAL EVIDENCE

- ▶ ***Service Design is of utmost importance***
- ▶ ***People visit expensive restaurants to relish dishes otherwise available in less costly eating houses because of better ambience***
- ▶ ***Theme parks are developed based on common cartoon figures***
- ▶ ***Luxury buses / better maintained buses are preferred over lousy staff to traverse same distance***

The background features abstract, overlapping green geometric shapes in various shades, primarily on the right side of the slide. The shapes include triangles and polygons, creating a modern, layered effect. The text is positioned on the left side of the slide, centered vertically.

# MANAGING THE FIRM'S PHYSICAL EVIDENCE

## PHYSICAL EVIDENCE

- ***The elements of 'marketing mix' which customers can actually see or experience when they use a service, and which contribute to the perceived quality of the service, e.g. the physical evidence of a bank could include the state of the branch premises, as well as the delivery of the banking service itself.***

# THE ROLE OF PHYSICAL EVIDENCE

## ○ *Packaging the Services*

- *Conveys expectations*

- *Physical evidence => quality cues => image development*

- *Influences perceptions*

- *Image development => reduces perceived risk => reduces cognitive dissonance after the purchase*



# THE ROLE OF PHYSICAL EVIDENCE

- ***Facilitates the flow of the service delivery process***
  - ***Provides information***
    - ***How am i to act?***
  - ***Facilitates the ordering process***
    - ***How does this work?***
  - ***Manages consumers***
    - ***Barriers separate different consumer groups or help to isolate the technical core***

# THE ROLE OF PHYSICAL EVIDENCE

- ***Socializes employees and customers***
  - ***Uniforms***
    - ***Identify the firm's personnel***
    - ***Physical symbol that embodies the group's ideals and attributes***
    - ***Implies a coherent group structure***
    - ***Facilitates perceptions of consistent performance***
    - ***Assists in controlling deviant members***

# THE ROLE OF PHYSICAL EVIDENCE

- ***Provides a means for differentiation***
  - ***well-dressed personnel are perceived as:***
    - ***more intelligent***
    - ***better workers***
    - ***more interactive***

# COMPONENTS OF THE PHYSICAL ENVIRONMENT

## ► *Facility exterior*

- *Exterior design*
- *Signage*
- *Parking*
- *Landscaping*
- *Surrounding environment*

# COMPONENTS OF THE PHYSICAL ENVIRONMENT

## ○ **Facility interior**

### • **Interior design (warm colors)**

#### ○ **Red**

- **Love, romance, sex, courage, danger, fire, sinful, warmth, excitement, vigor, cheerfulness, enthusiasm, and stop**

#### ○ **Yellow**

- **Sunlight, warmth, cowardice, openness, friendliness, gaiety, glory, brightness, caution**

#### ○ **Orange**

- **Sunlight, warmth, openness, friendliness, gaiety, glory**

# COMPONENTS OF THE PHYSICAL ENVIRONMENT

## ○ **Facility interior**

### • **Interior design (cool colors)**

#### ○ **Blue**

- **Coolness, aloofness, fidelity, calmness, piety, masculine, assurance, sadness**

#### ○ **Green**

- **Coolness, restful, peace, freshness, growth, softness, richness, go**

#### ○ **Violet**

- **Coolness, retiring, dignity, rich**

# COMPONENTS OF THE PHYSICAL ENVIRONMENT

- ***Facility interior***
  - ***Interior design***
  - ***Equipment***
  - ***Layout***
    - ***Grid vs. Free-flow***
  - ***Temperature***

# COMPONENTS OF THE PHYSICAL ENVIRONMENT

- ***Other tangible evidence***
  - ***Business cards***
  - ***Stationary***
  - ***Billing statements***
    - ***CP&L statement***
  - ***Reports***
  - ***Brochures***
  - ***Employee performance***
  - ***Employee appearance***



# COMPONENTS OF THE PHYSICAL ENVIRONMENT

## Servicescape

### Facility exterior

Exterior design

Signage

Parking

Landscape

Surrounding environment

### Facility interior

Interior design

Equipment

Signage

Layout

Air quality/temperature

## Other tangibles

Business cards

Stationery

Billing statements

Reports

Employee dress

Uniforms

Brochures

Web pages

Virtual servicescape

# EXAMPLES OF PHYSICAL EVIDENCE FROM *THE CUSTOMER'S POINT OF VIEW*

Service	Physical Evidence	Other tangibles
<b>Insurance</b>	Not applicable	Policy itself Billing statements Periodic updates Company brochure Letters/cards
<b>Hospital</b>	Building exterior Parking Signs Waiting areas Admissions office Patient care room Medical equipment Recovery room	Uniforms Reports/stationery Billing statements
<b>Airline</b>	Airline gate area Airplane exterior Airplane interior (décor, seats, air quality)	Tickets Food Uniforms
<b>Express mail</b>	Not applicable	Packaging Trucks Uniforms Computers
<b>Sporting event</b>	Parking, Seating, Restrooms Stadium exterior Ticketing area, Concession Areas Entrance, Playing Field	Signs Tickets Program Uniforms

# TYPES OF SERVICESCAPES

## 1. *Servicescape Usage*

***Organizations differ in terms of whom the Servicescape will actually affect by its design- customers, employees or both?***

- ***Self Service***
- ***Remote Service***
- ***Interpersonal Services***

## 2. *Servicescape Complexity*

- ***Lean***
- ***Elaborate***

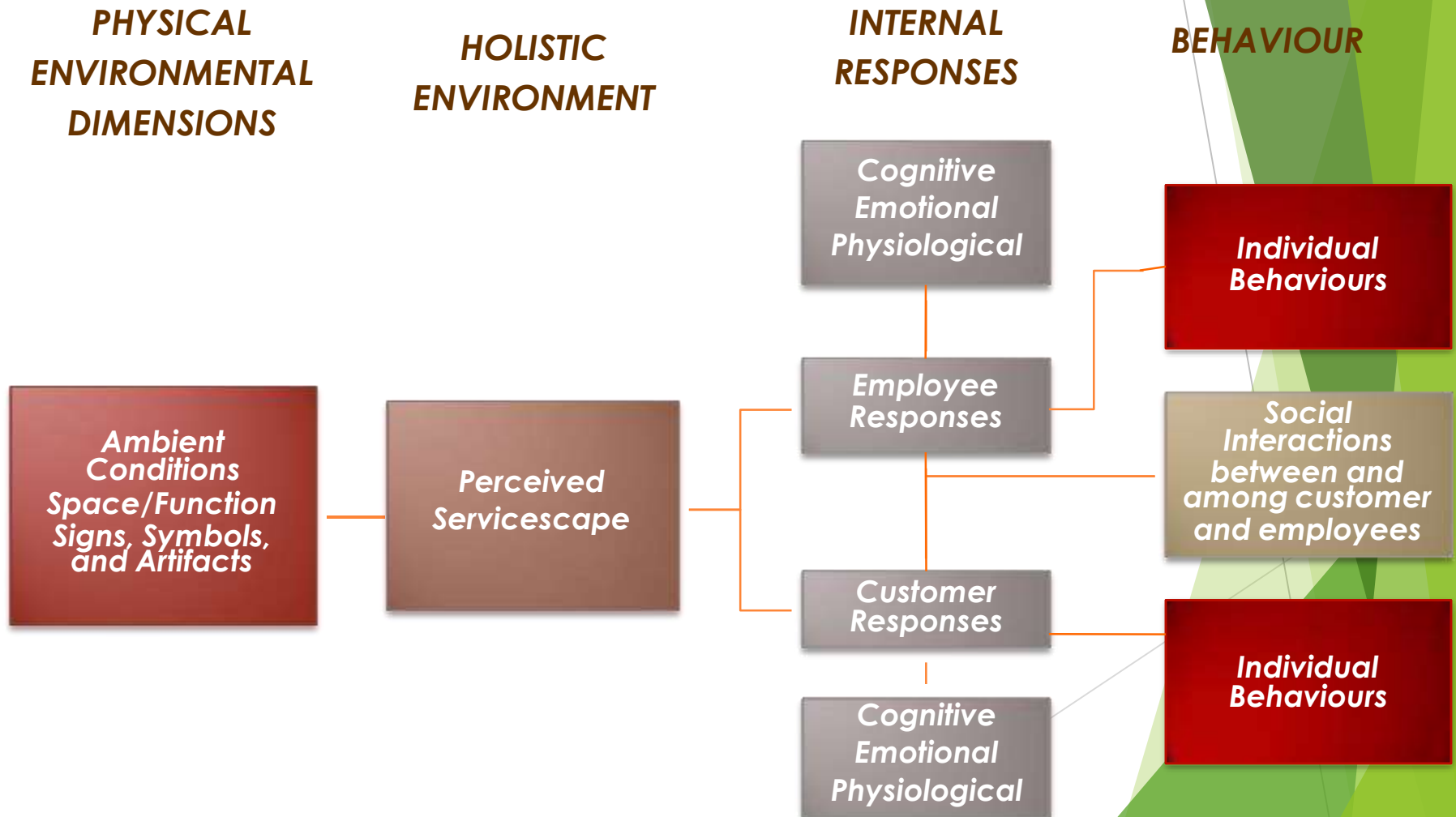
# TYPOLGY OF SERVICE ORGANIZATIONS BASED ON VARIATIONS IN FORM AND USE OF THE SERVICESCAPE

Servicescape usage	Elaborate	Lean
<b>Self-service</b> (customer only)	Golf course eBay	ATM Car wash Simple Internet services Express mail drop-off
<b>Interpersonal services</b> (both customer and employee)	Hotel Restaurant Health clinic Hospital Bank Airline School	Dry cleaner Retail cart Hair salon
<b>Remote service</b> (employee only)	Telephone company Insurance company Utility Many professional services	Telephone mail-order desk Automated voice messaging services

# ROLES OF THE SERVICESCAPE

- **Package**
  - *conveys expectations*
  - *influences perceptions*
- **Facilitator**
  - *facilitates the flow of the service delivery process*
    - *provides information (how am I to act?)*
    - *facilitates the ordering process (how does this work?)*
    - *facilitates service delivery*
- **Socializer**
  - *facilitates interaction between:*
    - *customers and employees*
    - *customers and fellow customers*
- **Differentiator**
  - *sets provider apart from competition in the mind of the consumer*

# FRAMEWORK FOR UNDERSTANDING SERVICESCAPES, EFFECTS ON BEHAVIOR



# CREATING SERVICE -ATMOSPHERES

## ▶ ***Sight appeals***

- ***Size, shape, colors, contrast, clash, location, architecture, signs, entrance, and lighting***

## ▶ ***Sound appeals***

- ***Music, announcements, and sound avoidance***

# CREATING SERVICE - ATMOSPHERES

- ***Scent appeals***
  - *appeals and avoidance*
- ***Touch appeals***  
***( in case of Spa, Hair cutting and other related )***
- ***Taste appeals***  
***(in case of meal )***



# Guidelines For Physical Evidence Strategy

- ***Recognize the strategic impact of physical evidence.***
- ***Blueprint the physical evidence of service.***
- ***Clarify strategic roles of the servicescape.***
- ***Assess and identify physical evidence opportunities.***
- ***Be prepared to update and modernize the evidence.***
- ***Work cross-functionally.***