



Session 4
“Service Encounter and Guarantees”

Friday, July 23rd 2004

To better understand the issues related to this class, please read the material assigned and devise policies for service guarantees for a consulting company. You may find it helpful to select a specific service offered by such an organization and focus on it.

In particular, the questions you should address are:

- a. How would the policy read?
- b. How would the policy be implemented?
- c. How would the effectiveness of the policy be measured?

Please note:

- You do not have to turn in any written assignment for this class
- We will call on the students as we do for the cases. You should be prepared to state your plan in the class.