

Name:	
Enrolment No:	

UPES
End Semester Examination, May 2025

Programme Name : BBA CORE
Course Name : Service Operations
Course Code : LSCM2004
No. of page(s) : 03

Semester : IV
Time : 03 hrs
Max. Marks: 100

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	<p>Mention statement True or False</p> <ol style="list-style-type: none"> 1. Resource planning in service operations should prioritize cost minimization above all else, even if it means compromising service quality or customer satisfaction. 2. Capacity planning is irrelevant to service organizations, as services are intangible and do not require physical production capacity. 3. The primary goal of queuing theory is to eliminate waiting lines entirely in service systems. 4. Technology plays a limited role in service layout design, as it focuses primarily on virtual interactions rather than physical spaces. 5. A well-designed service layout can improve employee morale, reduce stress, and enhance productivity. 6. Process improvement should focus solely on internal process metrics without considering customer feedback or external benchmarks. 7. The intangible nature of services makes it easier to measure service quality using traditional quality control methods. 8. Customer Relationship Management (CRM) systems can hinder customer satisfaction by creating a generic and impersonal service experience. 9. Real-time analytics can predict future customer behavior with 100% accuracy, eliminating the need for human judgment or intervention. 10. E-service can expand market reach, enhance customer convenience, and enable new service offerings. 	20	CO1

SECTION B
4Qx5M= 20 Marks

Q 2	Explain the concept of service quality and its multi-faceted nature. How does service quality differ from customer satisfaction?	5	CO2
Q 3	Discuss the importance of the service encounter as a "moment of truth" in shaping customer perceptions of service quality.	5	CO2
Q 4	Compare and contrast the concepts of "inspection" and "assurance" in managing service quality.	5	CO2
Q 5	Explain how the principles of Total Quality Management (TQM) can be applied to improve service quality.	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 6	Explain how "walk-through audits" can help service organizations evaluate the customer experience and identify areas for improvement.	10	CO3
Q 7	Discuss the benefits and challenges of using "service transaction analysis" to analyze customer interactions and improve service quality.	10	CO2
Q 8	Discuss how service organizations can effectively measure and track the outcomes of their operational improvement initiatives. OR Discuss the ethical considerations surrounding the use of AI in service operations, particularly in relation to data privacy, bias, and job displacement.	10	CO4

SECTION-D
2Qx15M= 30 Marks

Case : HDFC Bank's Customer-Centric Approach

Introduction

HDFC Bank, one of India's leading private sector banks, has consistently prioritized customer satisfaction and loyalty. The bank has implemented a robust CRM strategy to understand customer needs, personalize services, and build strong relationships. This case study explores HDFC Bank's CRM initiatives and their impact on the bank's growth and success.

HDFC Bank's CRM Strategy

1. **Customer Segmentation:** HDFC Bank segments its customers based on various factors such as demographics, behavior, and needs. This segmentation enables the bank to tailor its products and services to specific customer segments.
2. **Data-Driven Insights:** The bank leverages data analytics to gain insights into customer behavior, preferences, and needs. This data-driven approach helps HDFC Bank to make informed decisions and personalize customer interactions.
3. **Digital Transformation:** HDFC Bank has invested heavily in digital technologies to enhance customer experience. The bank offers a range of digital channels, including mobile banking, internet banking, and social media, to interact with customers.

4. **Personalized Services:** HDFC Bank uses CRM tools to personalize its services, such as customized product recommendations, personalized offers, and proactive customer service.
5. **Customer Feedback and Service Recovery:** The bank actively seeks customer feedback through surveys, social media, and customer service interactions. This feedback is used to identify areas for improvement and implement service recovery strategies.

Challenges and Opportunities

HDFC Bank faces several challenges in its CRM journey, including:

- **Data Privacy and Security:** Protecting customer data from cyber threats and ensuring compliance with data privacy regulations.
- **Changing Customer Expectations:** Adapting to evolving customer preferences and expectations in a rapidly changing digital landscape.
- **Employee Training and Empowerment:** Equipping employees with the skills and knowledge to deliver exceptional customer service.

However, these challenges also present opportunities for HDFC Bank to further strengthen its CRM strategy:

- **AI-Powered Personalization:** Leveraging AI and machine learning to deliver highly personalized experiences.
- **Omnichannel Customer Experience:** Providing seamless customer experiences across all channels.
- **Proactive Customer Service:** Anticipating customer needs and proactively addressing issues.

ANSWER BELOW QUESTIONS

Q 9	<p>How can banks effectively segment their customers to deliver personalized services?</p> <p>OR</p> <p>What are the key challenges and opportunities in leveraging data analytics for CRM?</p>	15	CO4
Q 10	<p>How can banks balance the benefits of digitalization with the need for human interaction?</p> <p>OR</p> <p>What strategies can banks implement to improve customer experience and loyalty?</p>	15	CO4