

04 Service Costing Optimisation

Model A: Blueprint for iGTC Consulting Service [*]



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UNIFORMITY MODEL



[*] One Sided Service Blueprint

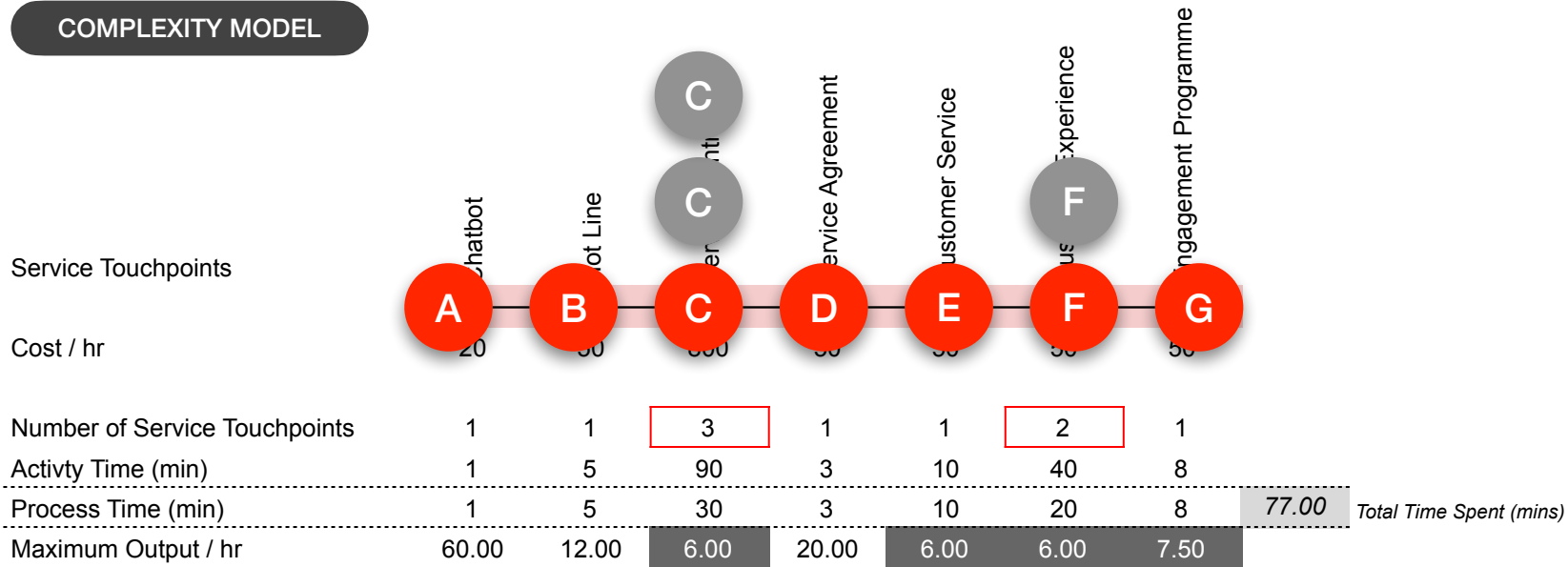
Source: Adapted from Services Marketing by K Douglas Hoffman and John E G Bateson (2011)

Model B: Blueprint for iGTC Consulting Service [*]



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COMPLEXITY MODEL



Total Service Cost (THB)	2,720.00
Bottleneck	6.00
Average Service Cost / hr (THB)	453.33

A/B Testing	Model A	Model B
Cost	535.00	453.33
discrepancy (%)		15.26

[*] One Sided Service Blueprint

Source: Adapted from Services Marketing by K Douglas Hoffman and John E G Bateson (2011)

Model C: Blueprint for iGTC Consulting Service [*]

FLEXIBILITY MODEL

	Pre Service (Explorer)	Service Portals (Client)	Post Service (Repeater)	
Service Touchpoints	A - B	C - D	E - G	User Centred Design
Cost / hr	70	850	150	
Number of Service Touchpoints	2	4	4	
Activity Time (min)	6	93	58	
Process Time (min)	6	33	38	77.00 <i>Total Time Spent (mins)</i>
Maximum Output / hr	20.00	7.27	6.32	
Total Service Cost (THB)	2,720.00			
Bottleneck	6.32			
Average Service Cost / hr (THB)	430.67			

A/B Testing	Model A	Model B	Model C
Cost	535.00	453.33	430.67
discrepancy (%)		15.26	19.50

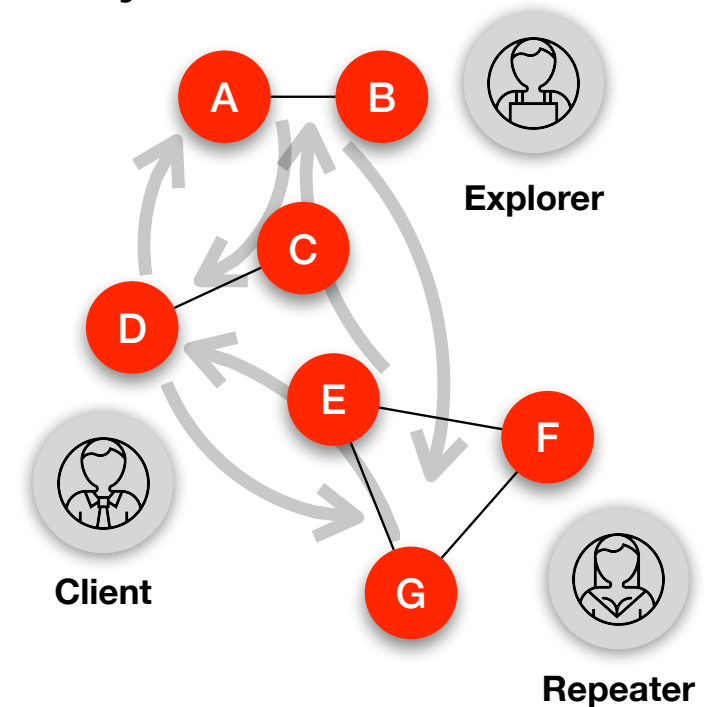
[*] One Sided Service Blueprint

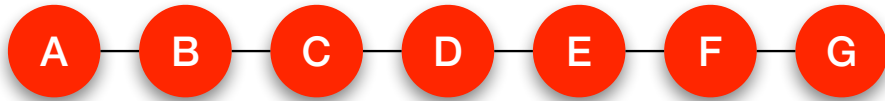
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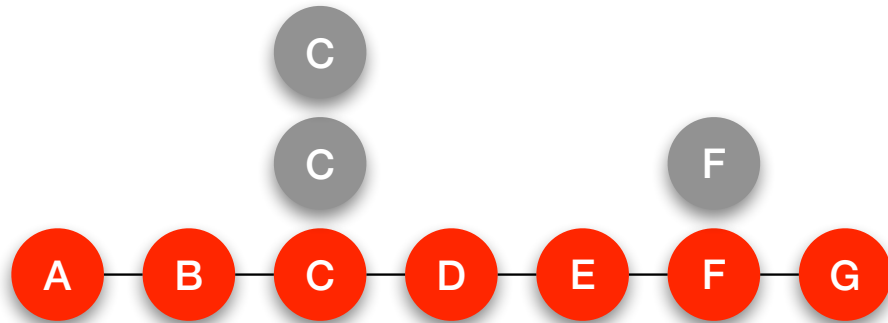
Service Ecosystem





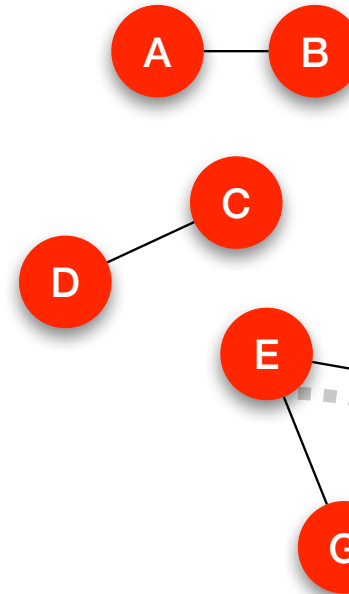
Model A:

Total Service Cost (THB)	1,070.00
Bottleneck	2.00
Average Service Cost / hr (THB)	535.00



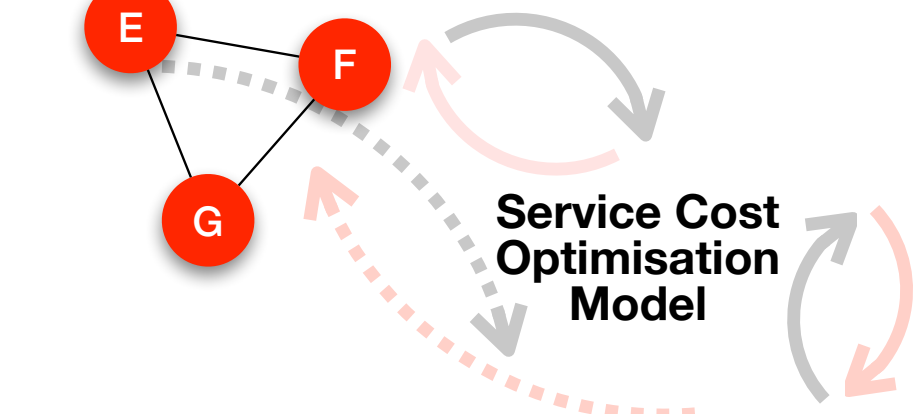
Model B:

Total Service Cost (THB)	2,720.00
Bottleneck	6.00
Average Service Cost / hr (THB)	453.33



Model C:

Total Service Cost (THB)	2,720.00
Bottleneck	6.32
Average Service Cost / hr (THB)	430.67



A/B Testing	Model A	Model B	Model C
Cost	535.00	453.33	430.67
discrepancy (%)		15.26	19.50

Source: Adapted from Services Marketing by K Douglas Hoffman and John E G Bateson (2011)