

Service Marketing

Name of the Student

Name of the University

Author Note

Question 3: How effective are the service delivery and systems? Ensure you consider peak and off peak times.

With the dynamic hectic progress of human life, people do not get times for recreation. The emergence of Casinos has rendered the way on how people can be relaxed and entertained amidst the busy and vigorous lifestyle. **The Star** after establishing their business in the soil of Sydney has already placed a recognizable fame, as one of the largest casinos in Australia (star.com.au 2017). People visit to this place from different geographical corners for its innovative service process. Delivery of superior quality of services is essential for any casino for fulfilling all the needs and wants of the customers. Now, The Star Sydney is among the biggest casinos present in the Australian market in general and Sydney in particular. It establishes the fact that The Star has developed excellent service delivery system, which will help to fulfil all the demands of the customers without waiting any time.

Casino is such a place where people visit to have some quality time and entertainment with friends and family. For that reason, the service delivery system of The Star Sydney has focused on offering superior quality of top branded alcoholic and non-alcoholic items, which will allow all the visitors to enjoy their life to the fullest. In fact, The Star has developed variety of dining for fulfilling different requirements of the customers (Tucker 2013). It has developed five-star dining for the people who came with families. On the other hand, it has also focused on developing pop culture bar where young people can have maximum fun with their friends. The Star has made a conscious effort in educating all the catering and support staffs to maintain flexibility at the time of fulfilling all the orders by the customers coming from different cultural and geographical background.

The customer service executives appointed within the business process of **The Star** is well-trained having a constant control over the management services. The existing executives know how to deal with every individual customer by making their temperament cool. Polite approach and cordial behaviour is the primary USP of The Star, Sydney. The customers despite coming from different regional market of Australia do not have to face any kind of difficulties to communicate with the people associated with the service process in **The Star**. Recently The Star Casino is offering cash blast from **6th March 2017 to 4th May 2017**. People who have to lead a dynamic hectic schedule, The Star casino is the perfect place for them. At the same time, it is undeniable that The Star, Sydney is such a casino where people from different cultural backgrounds and attitudes are treated with equal respect and dignity. Therefore, people would get the scope to use the service process without any kind of hesitation. Customer service system is alert for twenty-four hours (Gilmour *et al.* 2013). The service users can use the service of The Star at any time of their busy schedule.

These kinds of flexibility is one of the most effective reasons for making *The Star*, Sydney as one of the largest casinos existing in Australia. This particular organization is not only restricted within the country of Australia. The image and reputation of The Star Casino has already been spread in different geographical areas all over the World. The flexibility of service providers existing within The Star is the most significant reason of making The Star so popular in the global market (Heskett 2013). Among the numerous games, the blackjack games and poker games are most prominent. The Star casino is flexible to guide the service users as well on how to play the games. A large number of people are there who enter in the Casino for playing games without knowing the rules of this game. The service providers are flexible enough to guide the interested players how to play it. On the other hand, the service provider can take

guidance from the official website of *The Star Sydney Casino* as well. If they wish to be self-guided, online website is there to help those individuals. Besides, the service providers instant can help the new players to learn the tricks of games. Therefore, the money that the service users tend to invest does not go in vain (Teixeira *et al.* 2012). Customers have every possibility to be entertained.

Especially in *peak month*, the service facilities of The Star casino are more flexible. At the time of *Christmas* especially customers tend to spend their like being relaxed and entertained. Therefore, *the month of December and January* can be considered as peak season where a large number of people gather to be entertained. In those peak months as well, customers get equal benefits and facilities from the service providers (Gustafsson, Kristensson and Witell 2012). The number of workforce within The Star casino is huge in range. Therefore, people do not have to wait for a long time in order to purchase the service process.

The business managers of The Star Casino tend to implement some additional business strategies and policies for drawing the attention of customers in **lean month**. They starts the offer of buy one get one free as well in the lean month to impress the customers' attention (Heskett 2013). In this kind of situation, The Star casino does not have to spend lean month in that way. The service procedure of CSM is organized. As a result, the customers do not have to show their dissatisfaction after using the service of The Star Casino.

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