Introduction
Service-profit chain is a concept model introduced in an article in the Harvard Business Review in 1994 by James L. Heskett, Thomas Jones, Gary Loveman, W. Earl Sasser, and Leonard Schlesinger, and later described in a book titled, ‘The Service-profit Chain – How Leading Companies Link Profit and Growth To Loyalty, Satisfaction and Value’, published in 1997 by three of the same authors. This conceptual model links internal service quality and employee satisfaction to customer loyalty and firm profitability. This session would help the participants understand the different stages in the Service-profit Chain and their influence on the subsequent stages. Participants will also learn about customer experience and the various factors that affect customer expectations from their service providers as well as their evaluation of their service experience. All these learnings will be related to the actual experience of the participants in their own businesses back in their home countries using suitable examples and in-class discussions.

Topics
This interactive session will introduce, explain and discuss the following topics, using PowerPoint slides, online videos and real-life case studies:

- Service-profit chain and the importance of both internal and external customers in service-oriented businesses (30 min)
- Customer experience and the factors that drive differences in the levels of customer expectations (30 min)
- Innovative strategies that can be used to manage customer expectations and improve customer experience (30 min)

Learning Outcomes
At the completion of this session, the participants would be able to:

- Define Service-profit chain and identify its various stages in their own businesses
- Describe the factors that influence customer expectations in their own businesses
- Identify strategies that help improve customer experience in their own businesses

Resources
Participants will be provided with copies of the lecture notes for this session and case studies of companies in automobile services sector, in order to help them relate their learnings from this session to their personal experiences in their own industry.