

Puzzle: Understanding the Service Marketing Triangle

Question:

Below are three key elements of the **Service Marketing Triangle**. Match each element with its correct description of how it relates to service marketing.

Service Marketing Triangle Elements:

1. **Company**
 2. **Customers**
 3. **Employees**
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Descriptions:

- A. The organization that designs and delivers the service, managing its overall strategy, communication, and customer expectations.
- B. The people who deliver the service and directly interact with customers, whose performance significantly impacts the customer experience.
- C. The recipients of the service, whose expectations, perceptions, and feedback influence how the company and employees deliver the service.
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Answer:

1. **Company** → A. The organization that designs and delivers the service, managing its overall strategy, communication, and customer expectations.
2. **Customers** → C. The recipients of the service, whose expectations, perceptions, and feedback influence how the company and employees deliver the service.
3. **Employees** → B. The people who deliver the service and directly interact with customers, whose performance significantly impacts the customer experience.