

## Chapter 9 Outline

Service—Defining the Term  
Service vs. Product  
Service for Long-Term Loyalty  
Members at the Center of Service  
Service Leadership and Vision  
Service Strategy  
Friendly People  
Member-Friendly Service Systems  
Continual Feedback/Measurement  
Conclusion

## Competencies

1. Define service and its importance in differentiating clubs from their competition. (pp. 317–320)
2. Explain the challenges that service presents to club management. (pp. 320–321)
3. Describe how superior service can foster long-term loyalty amongst club members. (pp. 321–323)
4. Identify what managers need to do to understand customer requirements and fulfill club member needs. (pp. 323–324)
5. Explain how club managers can develop a unified vision of service and an internal service ethic. (p. 324)
6. Describe the interaction between operational systems and quality service. (pp. 324–330)
7. Identify the importance of feedback and service measurement. (pp. 330–332)