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Profit chain is a
business theory

model developed by a
group of researchers
from Harvard

University. The main
goal of this theory is
to manage and
measure the success
of your organization,
by placing the
employees and
customers through

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the traditional Profit
workflow in an
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organization.

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The service-profit
chain (SPC) is a
framework for linking
service operations,
employee
assessments, and
customer

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assessments to a firm's profitability (Heskett et al. 1994).

The SPC provides an integrative framework for understanding how a firm's operational investments into service operations are related to customer perceptions and behaviors, and how these translate into profits.

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The service-profit chain works this way: Employee satisfaction increases when the internal service quality

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is enhanced. When the employee is satisfied, loyalty increases which raises productivity....

Understanding the Service-Profit Chain
Service profit chain management provides the means for implementing a strategic service vision. The two

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concepts are complementary, as suggested in Figure 14-2 on page 254.

Both reflect an important objective of achieving market, operating, and human resource focus around a service concept that delivers results that customers desire.

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Sasser, Leonard A ...

A SERVICE

COMPANY SUPPLY

CHAIN EXAMPLE.

Now we will take a

look at the supply

chain of a service

based company. We

will use the example

of a marketing firm

that specializes in

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website and logo design as well as branding. In a company such as this, there is a process of obtaining supplies, but the supplies are generally software and online tools.

*Supply Chain
Management In The
Service Industry —
Griffin ...*

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Heskett, W. Earl

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Strategic service

vision. The two
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Both reflect an
important objective of
achieving market,
operating, and human
resource focus
around a service
concept that delivers
results that customers

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*Complete Guide -
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The Service-Profit chain is a business theory model developed by a group of researchers from Harvard University. The main goal of this theory is to manage and measure the success of your organization, by placing the

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Service-Profit Chain
employees and customers through the traditional workflow in an organization. The Service-Profit Chain establishes a relationship between Organization's Profit and the factors that lead to Profitability such as Customer Satisfaction which leads to Customer

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Retention, Customer

Chain Bagse

Employee

Engagement Service

Profit Chain - Output

Messenger

The service supply chain is the part of the supply chain dedicated to providing service on products. It addresses the supply of parts, materials,

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personnel and services needed to provide timely and effective product service, such as repair and maintenance.

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