

THE STUDY OF SPORTS SERVICE PROCESS DESIGN AND APPLICATION OF RFID TECHNOLOGY

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Abstract

Aim of abstract/paper

Service process design for the sports center management is a very important issue. Sports center is a typical customer-oriented business. Having good services system design can ensure that consumers get better comfortable and professional service quality. Therefore, the study has three major objectives. First, the study is using the concept of service to clarify the service process of large sports center and the service contact point of customers. Second, this research probe into the feasibility of applying Radio Frequency Identification (RFID) technology in the sports center from the perspective of stakeholders. To discuss how to implement RFID technologies in service touch point of customers of sports center. Moreover, the study analyzes the value perception of consumers gained from RFID applications.

Theoretical background or literature review

Service process design for sports center in terms of the service industry is important. Sports Center is a typical customer-oriented enterprises. Having good services system design can ensure that consumers get better comfortable and professional service quality. The concept of service blueprint (Bitner et al., 2008; Zeithaml et al., Shostack, 1987; 1982) have been used to analyse and to fathom the service process of sports center. Service blueprinting is a process analysis methodology proposed by Shostack (Shostack, 1987). The proposed blueprint allows us to identify the critical service processes and customer activities. And it is one of the purposes of this research. Meanwhile, this research examines how customer value may be affected by deploying RFID technologies within sports service process. Business articles address operational cost savings and improved inventory management as key benefits of deploying RFID. Customers may view these RFID applications to offer both

benefits and drawbacks. This research demonstrates that individuals will recognize far more value from RFID service applications than just cost savings and inventory availability. The research uses the concept of service blueprint to serve the viewpoint of service supply and service demand, discovered that RFID technology can be disposed on the process of service .

Methodology, research design and data analysis

In order to answer the question, qualitative surveys are conducted. In-depth interviews to three decision makers of sport policies in enterprise are made. Two reference models have been built after the empirical data were collected and then cross-examined by three expertises. Second, in order to understand further the customer perceived value of RFID technology applying in the sports center, a questionnaire survey following Heim et al.,(2009) research is been implemented. The survey is administered to a convenience sample of 211 undergraduate students. Using first step results, the study conducts numerous service application scenarios of RFID technology, and to acquire individuals recognized value from RFID service applications.

Results, discussion and implications/conclusions

The study is used the concept of service blueprint to serve the viewpoint of service supply and service demand, discovered that RFID technology can be disposed on the process of service appointment form and make reservations, the customer arrived, security control, consumer registration, the locker room use, use of sports facilities management, exercise prescription management, and other personal spend management; service process program in the backcourt as assets on the acquisition of equipment management, classification, numbers, landing, filing, lease use (targeting), inventory, maintenance. RFID application point of after the field activities of the staff include such as marketing planning operations, accounting, human resource management (staffing and location), cleaning and maintenance operations, security management, event planning operations. To analyse empirical data of customers perceived value, shown by the sample mean, saving time (M = 4.217), having convenience (M = 4.05), the service quality promoted (M = 3.90), the economic costs cutting (M = 3.81), entertainment (M = 3.46) are the top five perceived value of the customers. The result find out that consumers agree the sports center applied RFID technologies to service, the technology can help greatly to promote service quality, to actualize buying products / services to ultimate functions, minimizing costs, greatly facilitate the personal use of RFID sensor, greatly facilitate the personal use of sports facilities, to reduce the individual waiting time, minimize the handling of staff required for service time, maximizing the protection of personal consumer privacy, personal information tracking minimize, maximize the use of fun, minimize the use of frustration, maximize personal safety and physical security risk minimization.

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