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Service Operations Management, 3rd Edition. Prof Robert Johnston, Warwick Business School, Warwick University. Graham Clark

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Classic Operations Management emphasizes elimination of variability, but service operations need to accommodate customer variability. 3. In service ops, customers are key inputs and sometimes processors in the system. What must be different in service operations? Breaking the Trade-Off Between Service and Efficiency Frances Frei, HBR, Nov 2006

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utdallas.edu/~metin 4 Operations Management Operations management: The management of the efficient transformation of inputs into outputs to effectively satisfy customers. The active role of operations: - Inputs become Outputs after some Transformation (Process or Operation) - Food processing example:

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