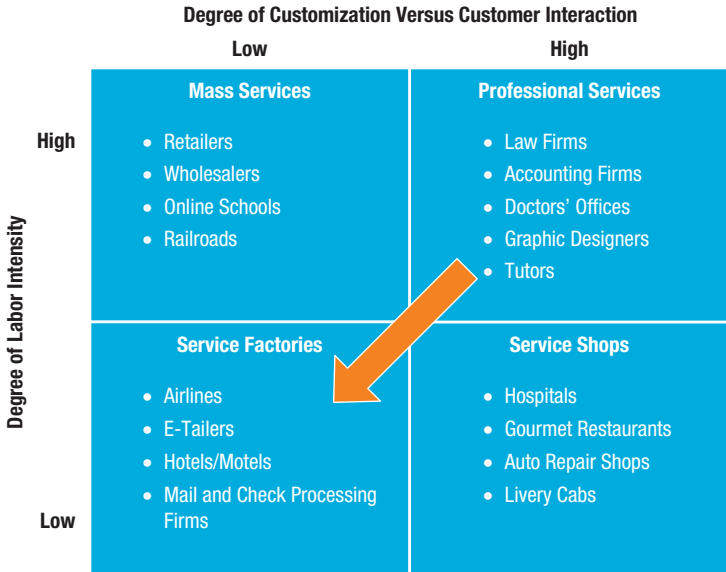


FIGURE 9.3: Service Process Design Matrix



SOURCE: Schmenner, R. W. (1986, Spring). How can service businesses survive and prosper? *Sloan Management Review*, 212.