

Degree in Management

Integrated Operations Management

Service Design

Case study
Fast Pizza

2013/2014

Fast Pizza

Fast Pizza is a pizza place that receives orders by phone or on location. Pizzas are chosen by the customers according to a predefined list of possibilities, although the customer can choose its own customized pizza from a list of available ingredients.

Customers contact the store, either by phone or on the shop. If the order is received on the shop there is no need to receive information about the delivery location, only about the contents of the request. These customers receive an order number against which the pizza will be later delivered at the store.

If the order is placed by phone, information about delivery location is mandatory as well as the name of the customer and the phone number. If the location is not on the delivery area of the company the customer is informed that it is not possible to fulfil the request.

Concerning the order, information about the number of pizzas, their size and ingredients is asked. If there is no availability of any of the ingredients the customer is immediately informed and asked to replace that ingredient with an available one.

Once all the data concerning the customer and the order is received, the customer is informed of the cost of its order and asked if change is needed. If at the store, the customer informed of the cost and pays.

The order is then sent to the kitchen. First the pizza dough is prepared to fit the size from the request. Then it is covered with tomato sauce and cheese. Finally the ingredients are placed and the pizza is put in the oven for about 20 minutes.

Once cooked, it is sent to the expedition area where it is put into a delivery box, along with the order information. A delivery boy picks the order and drives to the identified address or, if it is a locally ordered pizza, is sent to the front office.

If a pizza is to an order takes at the store, the customer is called by its number, the pizza is delivered immediately, and the process is complete.

If it is an order placed by phone, once at location the delivery person delivers the pizza, collects the money and gives change, if needed, and then returns to the store.

Questions

- 1) Draw the blueprint diagram of the service described. Identify the line of interaction and the line of visibility.
- 2) Identify failure points, develop procedures to minimize failure and contingency plans.
- 3) Identify potential waiting points and develop plans to manage that waiting.