



Contents

Introduction	ix
Part 1 Understanding the LETS Product	
Introduction	1
1 The LETS Experience Economy	5
2 Service Characteristics and the Nature of the LETS Product	34
3 Service Providers and Consumers: a Multidimensional Interface	63
4 Quality and Satisfaction Concepts	96
Part 2 Designing and Delivering Quality in the LETS Product	
Introduction	115
5 Service and Experience Design	117
6 Capacity Management	156
7 Service Culture	172
8 Business Improvement Through the Use of Quality Systems and Models	192
Part 3 Monitoring and Enhancing Quality in the LETS Product	
Introduction	225
9 Principles of Monitoring Service Quality	227
10 Measuring Service Quality and Satisfaction	250
11 Business Improvement Strategy: A Navigation Plan for LETS Professionals	270
Index	293