



TEACHING CASE LETS AND CASE-STUDY

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The Service Adventure at Spice Aroma

Himanshu, a savvy marketer with a grumbling stomach, sought comfort in the enticing aromas drifting from "Spice Aroma," a recent addition to his neighbourhood's culinary landscape. Intrigued by its lively ambiance and promises of authentic Indian cuisine, he entered with eager anticipation.

The menu, filled with descriptions of regional delicacies, lacked crucial details about ingredients and spice levels, leaving Himanshu, with his discerning palate, feeling uncertain. The absence of sample dishes or visual aids only added to the confusion, blurring the line between expectation and reality. Despite the menu suggesting a premium dining experience with its higher prices, the service failed to match this standard. Himanshu found the service slow and inattentive, creating disconnect between the prices charged and the value received, leaving a sour taste in his mouth.

While initially charmed by the restaurant's ethnic ambiance, Himanshu's experience was soon



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soured by the loud music and malfunctioning air conditioning, turning the atmosphere from inviting to uncomfortable.

Although Spice Aroma's online presence boasted enticing food images and glowing reviews, the actual service fell short of expectations due to inconsistency and a lack of staff training. This discrepancy between online allure and offline reality left Himanshu feeling deceived.

The staff, while polite, lacked the expertise expected of seasoned professionals. Their unfamiliarity with the menu and inability to answer basic questions left Himanshu feeling lost, while the overwhelmed manager struggled to rectify the situation, leaving Himanshu feeling neglected.

The ordering process was chaotic, with waiters taking too long to acknowledge Himanshu and food arriving unorganized. This operational disarray turned what should have been a pleasant meal into a frustrating experience.

Despite the initial impression of meticulous attention to detail, a closer look revealed signs of neglect such as dirty cutlery and unkempt washrooms, undermining the restaurant's image of cleanliness.

Questions:

1. What factors contribute to customer satisfaction in a restaurant setting? How can businesses like Spice Aroma ensure they meet and exceed these expectations?
2. What fundamental principles of effective service management could Spice Aroma implement to improve operations and enhance the customer experience despite its challenges?