**Service Quality Management: How to Measure and Manage It**

Managing the quality of products and services is very important to ensure that the business excels in meeting the customer requirements and achieves organizational goals. Whether it’s a manufacturing firm producing hardware or a software company providing services to clients, quality management is the very essence of continuous improvement and business growth. We can trace back the origins of modern quality management principles to Henry Ford’s process and quality management practices that he used in the company’s production lines. However, after the Second World War, it was Japan that emerged as the strongest proponent of Quality Management as they rebuilt their economy with the help of great statisticians and engineers like Shewhart, Deming and Juran.

While product quality is measured through its ability to meet the user’s requirement and the value of its features and characteristics, service quality is more of a comparison of the customer expectations and the service performance. Though the principles of improving product quality are applicable to services as well, it’s very important to know the focus areas of improvement with respect to increasing customer satisfaction when it comes to service quality management. This can be done by measuring the gap between customers’ expectations and how they perceive the services offered to them. The larger the gap size, the more improvements to be made.

The process of managing the quality of services delivered to a customer according to his expectations is called Service Quality Management. It basically assesses how well a service has been given, so as to improve its quality in the future, identify problems and correct them to increase customer satisfaction. Service quality management encompasses the monitoring and maintenance of the varied services that are offered to customers by an organization.

**Questions**

1. Put another title for the text.
2. What is the main idea of the text?
3. Why service quality management is very important in business field?
4. What are the origins of quality management as a concept?
5. How can we measure a product or service quality?
6. What is service quality management? What is its process?