

Management of Service Quality

Service: An act of helpful activity

Quality: Am essential or distinctive characteristic, property, or attribute.

Management: The act or manner of managing, handling, direction or control.

Service quality management: is a measure of how products and services supplied by a company meets and surpasses consumer expectation.

Definition:

Service quality management refers to the systematic process of monitoring, assessing, and improving the quality of services delivered by an organization. It involves defining service standards, measuring performance against these standards, and implementing continuous improvement initiatives to enhance customer satisfaction.

Measuring service quality:

We can measure it through its SERVQUAL dimensions:

- Reliability: Ability to perform the promised service dependably and accurately.
- Assurance: Knowledge and courtesy of employees and their ability to convey trust and confidence.
- Tangibles: Appearance of physical facilities, equipment, personnel, and communication materials.
- Empathy: Caring, individualized attention the firm provides its customers.
- Responsiveness: Willingness to help customers and provide prompt service.

Quality service delivery gaps:

GAP 1: Between consumer expectation and management perception

When the management does not correctly perceive what the customer want.

GAP 2: Between management perception and service quality specification

Not setting appropriate performance standard, ex: when hospital administrators instruct nurses to respond to a request fast, but may not specify how fast.

GAP 3: Between service quality specification and service delivery

Poorly trained personnel, incapable to meet the set service standard.

GAP 4: Between service delivery and external communication

Statements made by the company representatives and advertisements

GAP 5: Between expected service and experienced service

Consumer misinterprets the service quality

Improving service quality:

- Look at incorporating the clients' requirements into the recruitment and selection process.
- Maintain a sensitive and efficient feedback system.
- Set clear standards of performance.
- Focus on training on the job.
- Motivate the staff
- Having a clear concept of the position wanted in the market place.
- Strong recovery strategies.

Importance of service quality management:

- Insure superior, quality products, services.
- Gain of customer satisfaction, and loyalty.
- Helps to design a service which customers actually want.
- Ensure close coordination between employees.