

A STUDY ABOUT SERVICE QUALITY – THE NEED OF THE HOUR



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Abstract:-

Customer service and service quality is a critical factor for success in business. Your customer service must be better than your competitors. Service quality also means, going out of your way for the customers, doing everything possible to satisfy the customers and making decisions that benefit the customer, sometimes even at the expense of the business. "Go beyond Customer Service to keep Customers for life".

Keywords:

Service, Service Quality, Customer.



INTRODUCTION

Today the relationship between service provider and customer seems to have reached an acute conditions why now? why has the quality of service become such an important issue? There are several reasons for this intensified interest. Many customers are getting more and more critical of the service they receive. Many customers are not only wanting, but expecting better service. Another research for the increased emphasis could be that many service industries. With narrow previous markets (eg. banking, insurance, communication, data processing) are now competing in geographically wider markets.

The most powerful tool for shaping perceptions of overall quality is customer service the best approach seems to have been described by Joyce C. Hall, founder of Hall mark cards. Inc. He said "If a man goes into business with only the idea of marketing a lot of money, chances are he won't But if he puts service and quality first, the money well take care of itself."

Many of the front – line service providers lack the basic skills to do their job, They do not their service thoroughly or even if they do know something service, they seem to lack motivation are interest in serving the customer people customers are simply an inconvenience top level people Spence more time trying to automate, eliminate and simplify the technical skills needed rather than developing customer service skills.

Managers of organizations with poor service often develop tunnel vision. They see only what they do or what their department does, not what everyone else in the company thus. They keep books are process data or sell, but see little relationship between themselves and customers.

Effective organizations understand their customers & effective managers understand the "nuts and bolts" of running their organization. Ineffective management only talks about quality. Commitment to quality by top management is essential and it takes more than talk, it takes action.

Quality service is not based on assumptions, it is based on accurately reading the customer pulse through a wide variety of customer feedback programs.

Quality service providers make it easy for the customer to tell them what is right and what is wrong.

Computers are not the answer to quality service. Sometimes they can help and sometimes they can damage the quality of service. Surprisingly many top level service providers do not use state of the art technology more importantly though, they use state of the art people management. They know that they cannot use technology to replace people. They know instead that technology should make it easier for people to give quality service and produce quality goods.

If the service is to be consistent than employees need certain service skills. Whether these skills are taught formally or informally is not important. What is important is to show employees, what the company is about how and why they, the employees, are important and what "management support" is available to them.

Top level should make the service provides encourage respect and sometimes even nurture front - line employees as equal partners in delivering services. The organization want their front – line people to feel good about the company, themselves and managements relationship with them. When that is accomplished, customer satisfaction tends to take care of itself.

People at all levels have to do their jobs right and develop a quality interface with customers. This will not happen unless management understands their customers needs achieving true quality service requires a cultural and perceptual change within the organization. A philosophy of quality service cannot occur unless upper management is serious about making it a top priority. It takes deeds, not talk, to prove the customer they are getting what they expect.

10 Commandments of superior Customers Service and retention

1. The Customer is the more important person in the company.
2. The Customer is not dependent on you – you are dependent on the customer. You work for the customer.
3. The Customer is not an interruption of your work. The Customer is the purpose of your work.
4. The Customer does you a favour by visiting or calling your business. You are not doing the Customer a favour by serving them.
5. The Customer is as much a part of your business as anything else, including inventory employees and your facility if you sold the business the Customers would go with it.
6. The Customer is not a cold statistic. The Customer is a person with feelings and emotions, just like you. Treat the customer better than you would want to be treated.
7. The Customer is not some one to argue with
8. It is your job stratify the needs, wants and expectations of your customers and whenever possible resolves their fears and complaints.
9. The Customer deserves the most attentive, courteous and professional treatment you can provide.
10. The Customer is the life blood of your business always remember that without customers you would not have a business you work for the Customer.

How to provide Great Customer service.

1. Inspect what you expect.
2. Educate the Customer about your great Customer service and how to use it.
3. Identify Customer values beliefs and standards and match them to your own.
4. Manage service daily and track results.
5. Conduct Customer and market research to find out what's going on out there
6. Promote your Customers to others.
7. Give better than risk free guarantees.
8. Anticipate changes in Customer needs and be ready to serve them.
9. Visit customers on their "turf".
10. Keep in touch with Customers.

Customer service is the critical factor for success in business. Your Customer service must be better than your competitors if your business is to attract and retain customers. The greatest profits result from customer retention, loyalty and repurchases, rather than new customer acquisition. If you just manage complaints offer refunds are smile at customers you are only providing a small part of customer service. Customer service also means going out of your way for the customer, doing everything possible to satisfy the customer and making decisions that benefit the customer, sometimes even at the expense of the business.

Several years ago, the business couldn't pay to train their employees to provide good customer service some business thought that customers would, come in buy something use it and eventually leave the business anyway, So it really never matter if you were nice to them or not. The mind set in today's competitive environment is "Customer service pays" So the business have to spend some dollars in training programs for their staff, and there may be other cost involved in revamping or revising the service delivery systems within their organization quality services motivates customers to tell others about your business and these referrals essentially create a customer sales force. "Go beyond customer service to keep customers for life"

REASONS FOR POOR SERVICES

1. Uncaring employees
2. Poor employee training
3. Negative attitudes of employees towards customers
4. Differences in perception on between what business think cusotmes want and what customers actually want
5. Differences in perception between the product are service business think they provide and what customers think they revive.
6. No customs Service philosophy within the company.
7. Pose handling and resolution of complaints
8. Differences in perception between the way businesses think customers want to be treated and they way customers really want to be treated.
9. Employees are not empowered to produce good service take uespnsibility and make delusions then will satisfy the customs.
10. Post treatment of employees as customers.

The purpose of business is to create and keep customer satisfied-Peter Drucker.

How to C.A.R.E. For Your Customers

Credible :Customers must believe in your predictor service. If they don't believe in you, won't buy from you. Your reputation is all you have in the business world.

Accessible :Customers want to access your service system quickly and easily. Don't make it difficult for them by passing them from employee to employee. Be accessible and customs friendly.

Reliable :Reliability cams from the consistency in the Performance of your Product or service and the consistency with which you tread costumes. when you are reliable customers know what to expect from you and they like doing business with you.

Excellence : Provide excellent customer service and you will have excellent customers retention. Provide excellent having programs for your staff and your will have excellent performances who will ensure retention of you customer customers believe that they themselves are important and they wand to do business with excellent companies and people.

CARE for the customer if you do, you will keep your customers for a long time.

MODELS OF SERVICE QUALITY GAPS

Service Quality gaps model by Parasuraman etal (1985)

The most well known model is the model of Parasurman et al 1985 which is widely utilized in the literature. The model attempts to show the salient activities of the service organization that influence the perception of quality. Moreover the model shows the interaction between these activities and identifies and linkages between the key activities of the service organization and market which are pertinent to the delivery of a satisfactory level of service quality. (Ghopadaion et al 1994).

Gap 1 : Customer expectation – management gap. This gap addresses the difference between customers expectation and management's perception of service quality.

Gap 2: Management perception – service quality specifications gap. This gap addresses the difference between managements perception of consumers expectations and service quality specifications i.e. improper service – quality standards.

Gap 3: Service quality specification - service delivery gap. this gap addresses the difference between service quality specifications and service acutely delivered, i.e. the service performance gap

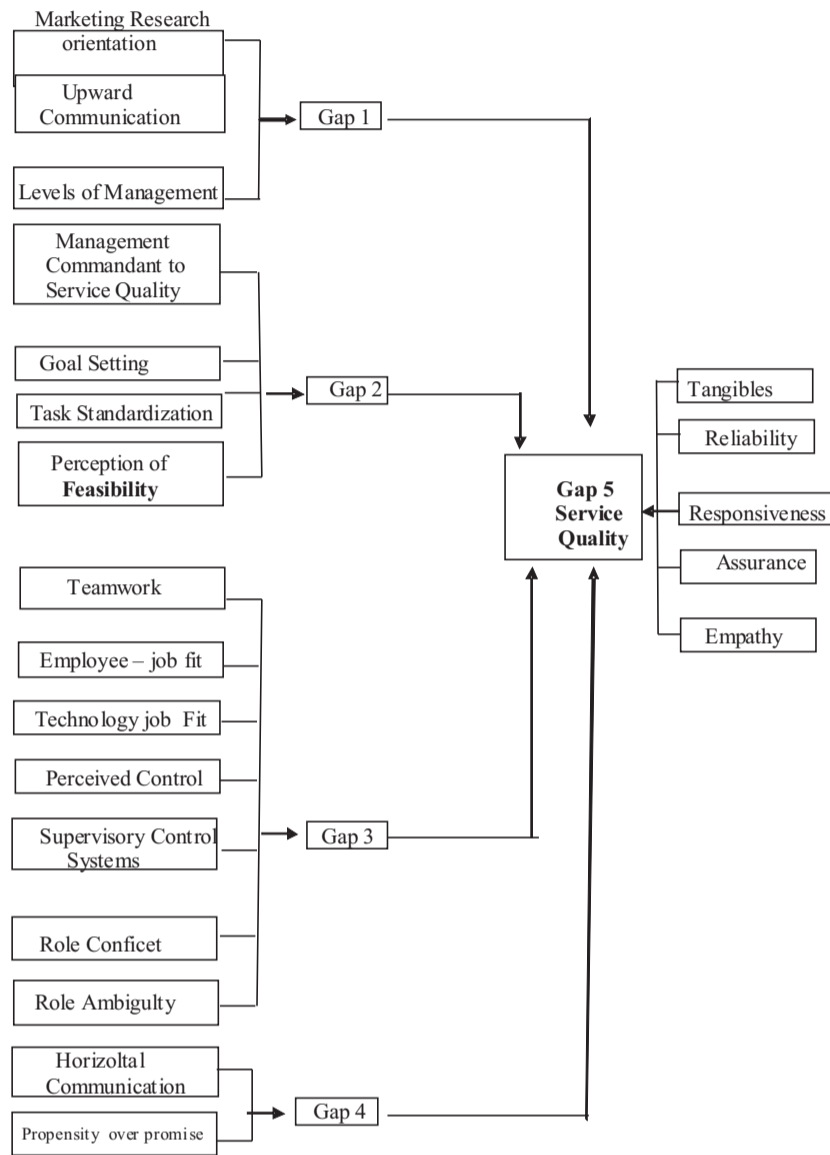
Gap 4: Service delivery - external communication gap. This gap addresses the difference between service delivery and the communications to consumers about service delivery, i.e. whether promises match delivery.

Gap 5: Expected service – perceived service gap. This gap addresses the difference between consumers expectation and perceived service. This gap depends on size and direction of the four gaps associated with the delivery of service quality on the marketers side

According to this model, SERVQUAL scale has proposed by Parasuraman et al (1988) for measuring gap 5 Parasurman et al(1985) mentioned ten factors for evaluating service quality (including Tangible, Reliability, Responsiveness, Courtesy, Credibility, Security, Accessibility, Communication and Understanding the customer). These ten factors are simplified and collapsed into five factors. These five dimensions are stated as follows: (Vaniwardel et al 2003, shahin, 2006).

- 1)Tangibles. Physical facilities. equipments and appearance of personal.
- 2)Reliability. ability to perform the promised service dependably and accurately.
- 3)Responsiveness. Willingness to help customer and provide prompt service.
- 4)Assurance (including competence, courtesy, credibility and security) Knowledge and courtesy of employees and their ability to inspire trust confidence.
- 5)Empathy (including access, communication, understanding the customer) Caring and individualized attention that the firm provides to its customers).

EXTENDED MODEL OF SERVICE QUALITY



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