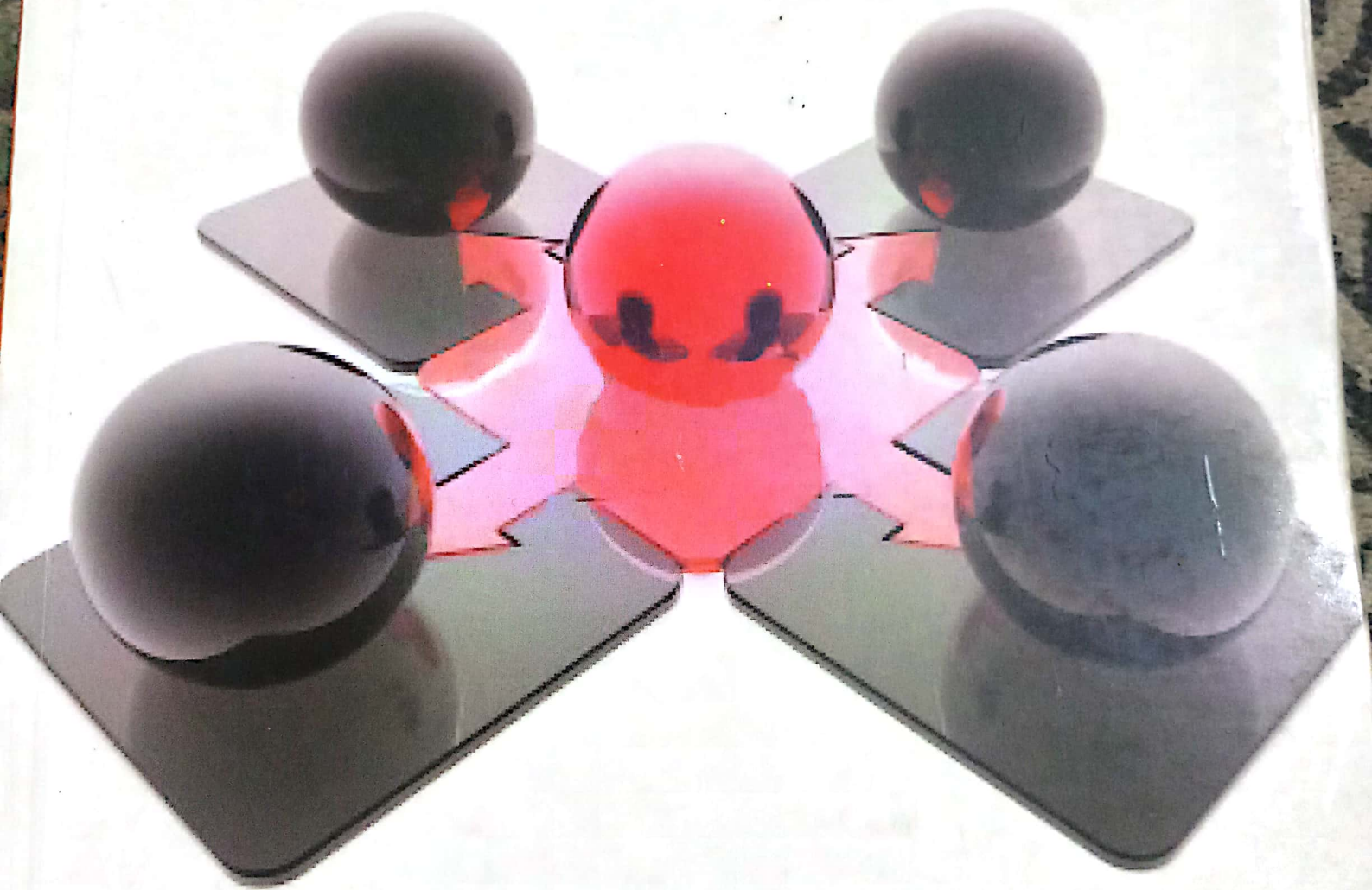


STRATEGIC QUALITY MANAGEMENT

THROUGH INNOVATION AND VALUE CREATION

Reshma Nikhat



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AN INSIGHT INTO THE SERVICE QUALITY'S FUNCTIONS, DIMENSIONS, GAPS AND STRATEGIES

RESHMA NIKHAT

ABSTRACT

As customers are the kings and have a greater and wider choice being allocated they are rational decision makers and as in today's world of fierce competition, rendering service quality is fundamental for survival and success. For its significant influence on customer satisfaction and loyalty to organizations gauging the magnitude of distinction among users' expectations, perceptions and standards provides a superior indicator of IS service quality. To improve the productivity of service driven system, output driven and customer focused concepts of productivity are essential. Customers have extra room for improvement productivity in terms of delivery of customer value and operational efficiency. Looking at the expectations and experiences of providers and consumers can provide special insight into the services evaluation process and perceived service quality. By evaluating perspectives, differences in perceptions can be identified and characterized. Inconsistencies in perceptions between two parties to an exchange may result in dissatisfaction, while positive consistencies in these assessments aid in building on-going relationships. For this purpose, identifying detrimental service attributes to improve overall quality. In this paper I have tried to highlight the various functions, dimensions gap and the strategies in the service quality management. So that the customer acquisition, retention and delight can be maintained as everything we are doing is for the customer satisfaction only. **KEY WORDS:** Customer perceptions, expectations, Standards, determinants, dimensions, gaps & Strategies

INTRODUCTION

Quality begins and ends with the customers it has three important dimensions so that it can provide the satisfaction. According to ISO8402 quality is the totality of the feature and characteristics of a product and services that bear on its ability stated or implied needs it is said to be available as it fits for use, having a particular grade and is preferred by the consumers for its excellence as it is conforming to the requirement. Service quality management is the process of identifying and administering the activities needed to achieve the quality objectives of an organization.

Quality in services is a social act which takes place in direct contact between the representations of the service company.

From the analysis of the mean scorer calculated for individual dimensions, it was found that customers have ranked responsiveness as the best in the satisfaction having a very little gap of 2% assurance tangibility and empathy taking second place with only 4% of the gap in the satisfactory mode. 92% was the satisfaction level for the dimension reliability of the service quality. This shows that the management has won many awards. Through the service the mentioned dimensions.

CONCLUSION

A key challenge for any service business is to deliver satisfactory outcomes to its customers in ways that are cost effective for the company. If the prospects and the customers are dissatisfied by the service quality they won't be willing to pay much even to buy it at all if companies offer better quality. There are various gap from the customer expectations and perceptions to the service delivery and providers, management has to see that the gaps wherever is found should be filled to avoid dissonance among consumers by using the various strategies like tangibility, inconsistency, inventory, inseparability then only the organization can excel in their field and that the quality is assured.

Customer needs if properly diagnosed and understands by the management helps in reducing the gaps. The study is based on the perception of customers in Hyderabad city. Sample size being too small and as customers differs at different places the preferences and perception will change.

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