

TOOLS OF MEASURING SERVICE QUALITY

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LECTURE PLAN

- RATER scale, SERVQUAL
- GAP Model
- ISO Standards
- Government laws

Methodological basis:

- 1 “Delivering quality service Balancing Customer Perception and Expectations” Parasuraman, Berry and Zeithaml
2. www.iso.org/iso/home/standards.htm
3. http://online.zakon.kz/Document/?doc_id=30661723
4. http://www.o3portal.kz/index.php?option=com_content&task=view&id=1707&Itemid=65



RATER SCALE

SERVQUAL Dimensions

Original Ten
Dimensions for
Evaluating Service
Quality



	RELIABILITY	ASSURANCE	TANGIBLES	EMPATHY	RESPONSIVENESS
RELIABILITY					
COMPETENCE COURTESY CREDIBILITY SECURITY					
TANGIBLES					
ACCESS COMMUNICATION UNDERSTANDING/ KNOWING THE CUSTOMER					
RESPONSIVENESS					

DIMENSIONS OF SERVICE QUALITY

- *Reliability*: Perform promised service dependably and accurately. Example: deliver newspapers at same time each day.
 - Doing it right the first time.
 - The firm honoring its promises
- *Assurance*: Ability to convey trust and confidence.
 - *Competence*: required skills
 - *Credibility*: believability, honesty

Dimensions of Service Quality

- *Tangibles*: Physical facilities and facilitating goods. Example: cleanliness.
- *Empathy*: Ability to be approachable. Example: being a good listener.
 - **Communication**: informing the customer in a language they can understand
- *Responsiveness*: Willingness to help customers promptly (timeliness). Example: avoid keeping customers waiting for no apparent reason.

RELATIVE IMPORTANCE OF SERVICE DIMENSIONS WHEN RESPONDENTS ALLOCATE 100 POINTS

RELIABILITY

32%

TANGIBLES 11%

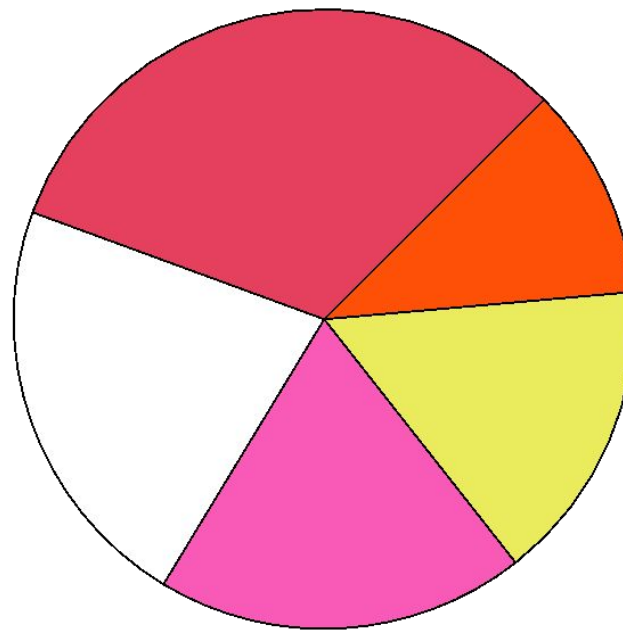
EMPATHY 16%

ASSURANCE 19%

RESPONSIVENES

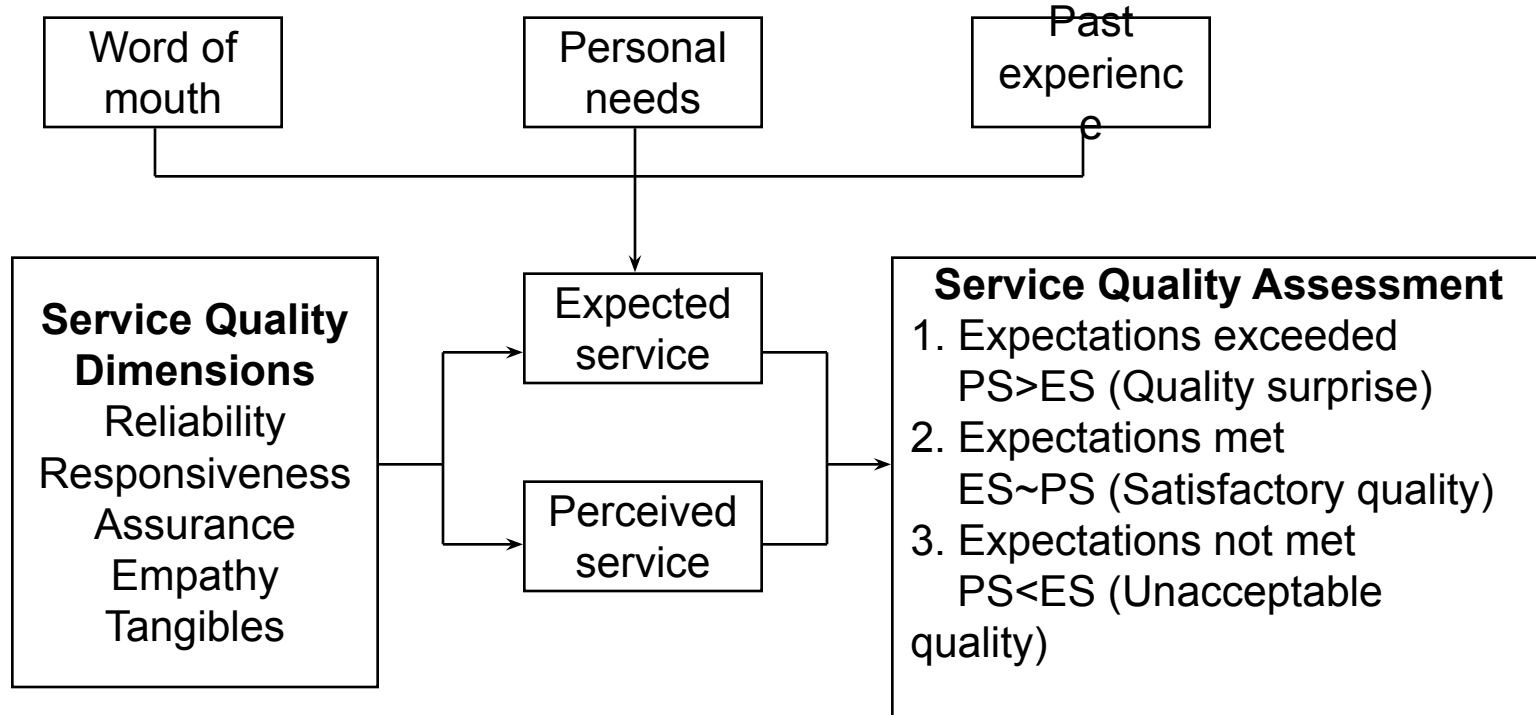
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22%

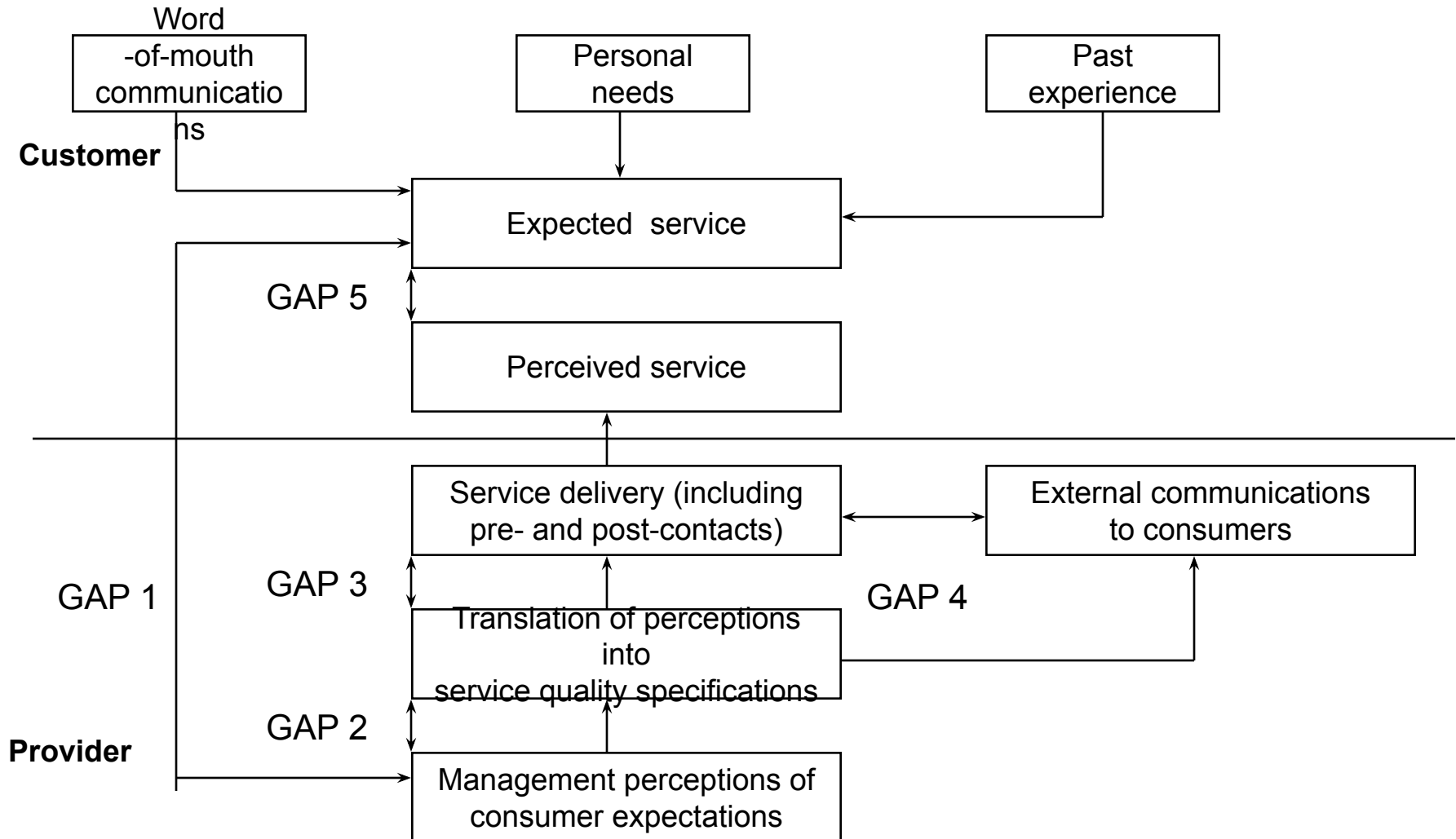


PERCEIVED SERVICE QUALITY

Service quality measures the gap between the customer's level of expectation and how well they rated the service(s).



GAPS IN SERVICE QUALITY



GAPS IN SERVICE QUALITY

- GAP 1: management doesn't understand customer expectations
 - improve market research
 - Reduce levels in hierarchy
 - Communicate with contact employees
- GAP 2: lack of mngt committment to Q; infeasibility of meeting expectations
 - Set goals
 - Standardize service delivery

GAPS IN SERVICE QUALITY

- GAP 3: service performance gap; due to lack of teamwork, insufficient training, wrong employee selection, wrong job design.
- GAP 4: discrepancy between service delivery and expectations of customers formed through advertising etc.
 - Exaggerated promises
 - Lack of info provided to contact personnel

GAPS IN SERVICE QUALITY

- GAP 5: discrepancy between customers' expected service and perceived service.
- Measuring service quality (reliability, responsiveness, assurance, empathy, tangibles)
 - **SERVQUAL instrument to measure the 5 dimensions of service quality**
 - First part measures expectations
 - Second part measures perceptions

ISO STANDARDS

The International Organization of Standardization widely known as ISO was founded on 23 February, 1947.

1987 was established the standards of 9000 series.

The Quality Management System (QMS) must respond to the human aspects involved in service provision and regard positive interaction between service personnel and customers as a crucial part of the service quality.

Employee motivation, development, communication, and performance are especially important where individuals directly impact the quality of service.

Examples of services which ISO 9000 applies: hospitality service, health services, financial and etc.



GOVERNMENT LAWS

1. The Law of Certification and Standardization
2. Consumer Protection Law
3. Licensing Law





THANK YOU FOR ATTENTION!!!

ANY QUESTIONS???