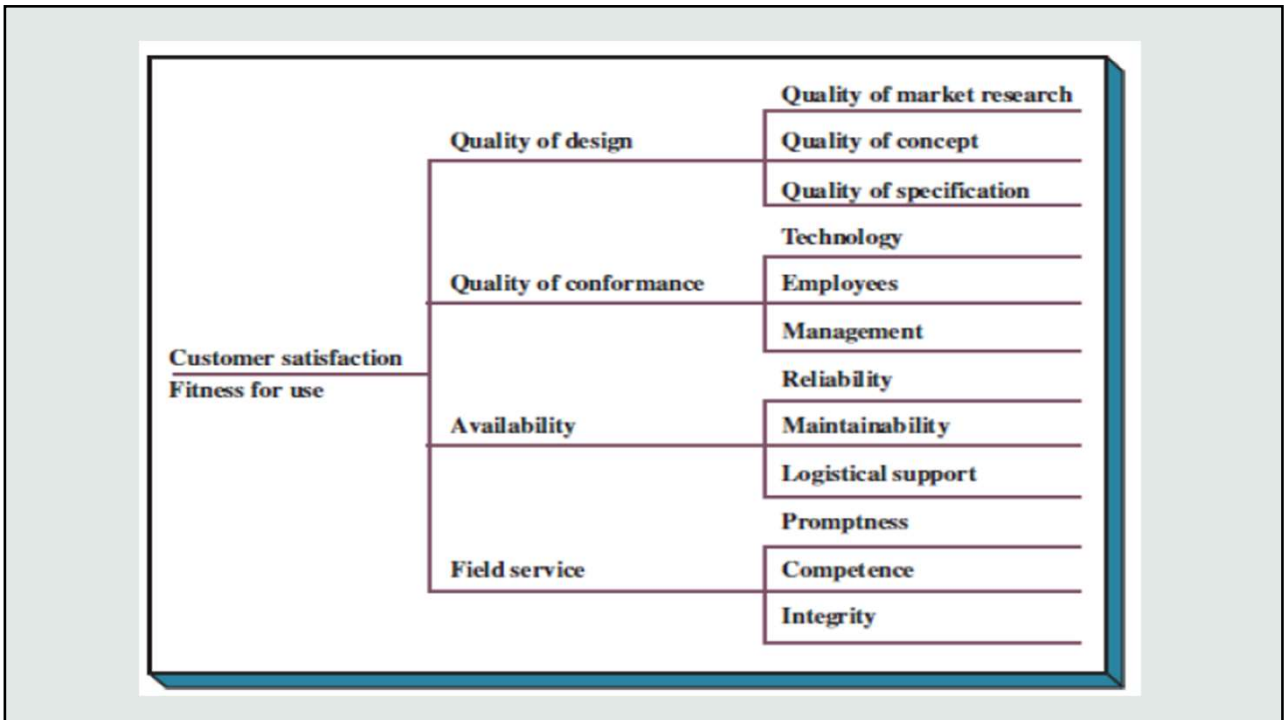




1



2

Researchers studying several different service categories identified **five principal dimensions** that customers use to judge service quality :

Reliability: The ability to perform the promised service both dependably and accurately.

Reliable service performance is a customer expectation and means that the service is accomplished on time, in the same manner, and without errors every time.

Example: Service Delivery System of **Mumbai Dabbawala**
Delivery of pizza ordered at home 'on time'

3

Responsiveness: The willingness to help customers and to provide prompt service.

Assurance: The knowledge and courtesy of employees as well as their ability to convey trust and confidence.

.....Assurance dimension includes the following features:

- Competence to perform the service,
- Politeness and respect for the customer,
- Effective communication with the customer, and
- The general attitude that the server has the customer's best interests at heart.

4

Empathy:

The provision of caring, individualized attention to customers.

Empathy includes the following features:

- Approachability,
- Sensitivity, and
- Effort to understand the customer's needs.

Example of empathy……

……is the ability of an airline attendant to make a customer's missed connection the attendant's own problem and to find a solution.

5

Tangibles:

The appearance of physical facilities, equipment, personnel, and communication materials.

The condition of the physical surroundings (e.g., cleanliness) is tangible evidence of the care and attention to detail that are exhibited by the service provider.

6

Service can be seen from two perspectives :

-
- service provided (the operation's) and
 - service received (the customer's)

The quality of the service can also be defined from these same two perspectives..

- Operations service quality and
- Customer-perceived quality

7

Operations service quality is the operation's assessment of how well the service was delivered to its specification.

Customer-perceived quality is the customer's judgement of (satisfaction with) the quality of the service.....

.....their experience and the perceived benefits

..... compared to their needs and expectations.

8

Summary judgement of service quality

..... will be a 'level of satisfaction' on a continuum.

If customers' perceptions (P) of the service match their expectations (E)

Scenario - 1:

$P=E$ and so customers are satisfied

9

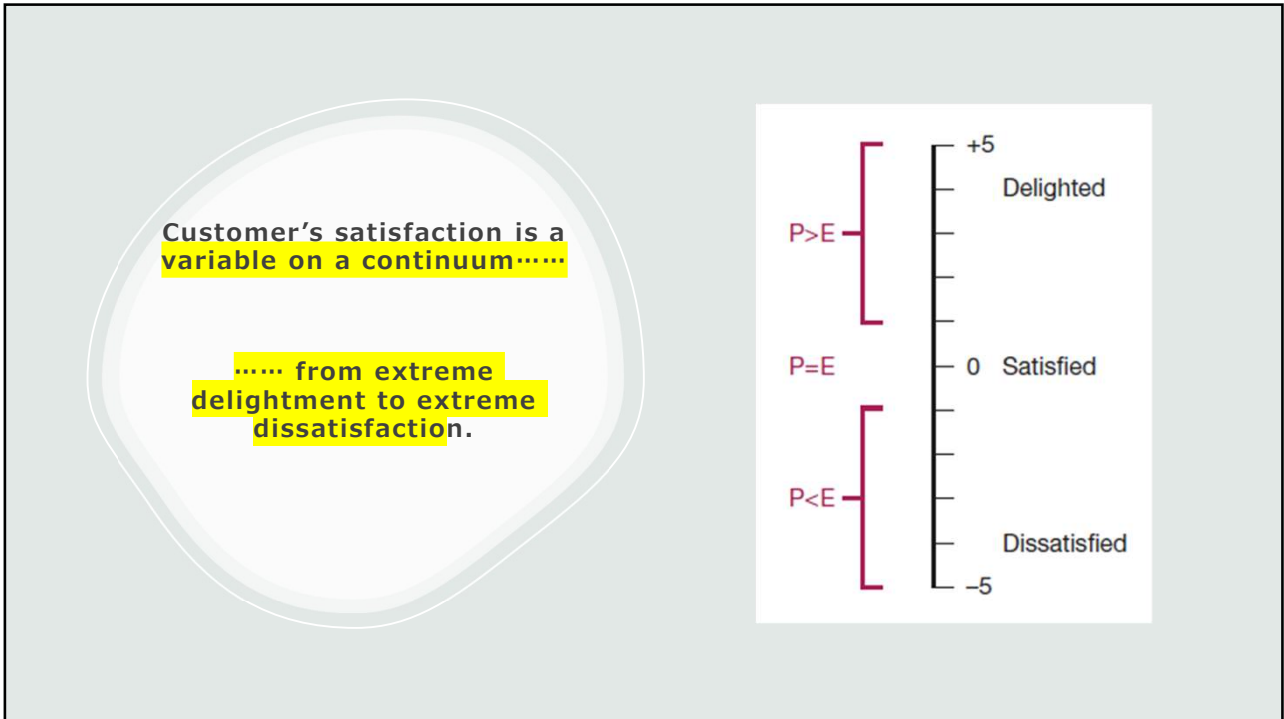
Scenario - 2:

Customers' perception of the service exceeds their expectations ($P>E$) then they will be more than satisfied, even delighted.

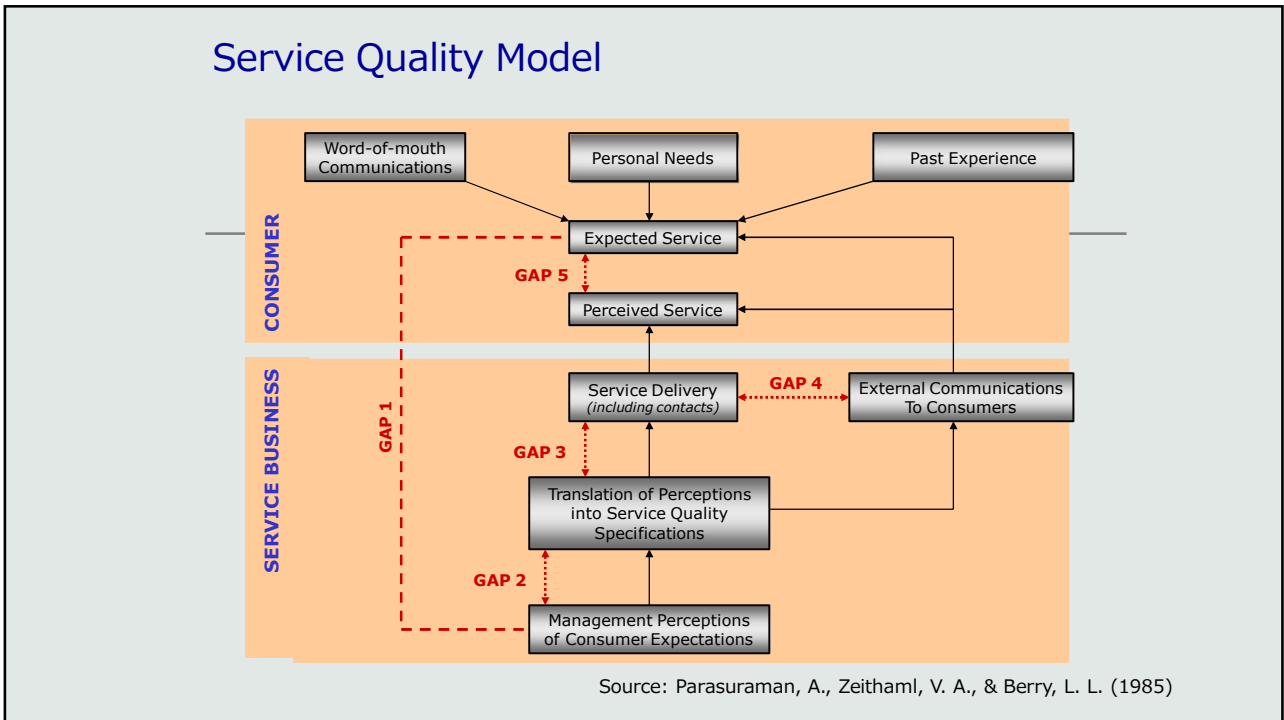
Scenario - 3:

If customers' perceptions of the service do not meet their expectations ($P<E$) then they may be dissatisfied, even disgusted or outraged.

10



11



12