

**DELIVERING
QUALITY
SERVICE**

*.....Balancing.....
Customer Perceptions
.....and Expectations.....*

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Delivering Quality Service

Valarie A. Zeithaml



Delivering Quality Service:

Delivering Quality Service Valarie A. Zeithaml, A. Parasuraman, Leonard L. Berry, 1990 Business *Delivering Quality Service* Valarie A. Zeithaml, 2010-05-11 Excellence in customer service is the hallmark of success in service industries and among manufacturers of products that require reliable service But what exactly is excellent service It is the ability to deliver what you promise say the authors but first you must determine what you can promise Building on seven years of research on service quality they construct a model that by balancing a customer s perceptions of the value of a particular service with the customer s need for that service provides brilliant theoretical insight into customer expectations and service delivery For example Florida Power Light has developed a sophisticated computer based lightning tracking system to anticipate where weather related service interruptions might occur and strategically position crews at these locations to quicken recovery response time Offering a service that customers expect to be available at all times and that they will miss only when the lights go out FPL focuses its energies on matching customer perceptions with potential need Deluxe Corporation America s highly successful check printer regularly exceeds its customers expectations by shipping nearly 95% of all orders by the day after the orders were received Deluxe even put U S Postal Service stations inside its plants to speed up delivery time Customer expectations change over time To anticipate these changes Metropolitan Life Insurance Company regularly monitors the expectations and perceptions of their customers using focus group interviews and the authors 22 item generic SERVQUAL questionnaire which is customized by adding questions covering specific aspects of service they wish to track The authors groundbreaking model which tracks the five attributes of quality service reliability empathy assurance responsiveness and tangibles goes right to the heart of the tendency to overpromise By comparing customer perceptions with expectations the model provides marketing managers with a two part measure of perceived quality that for the first time enables them to segment a market into groups with different service expectations *OECD Rural Studies Delivering Quality Services to All in Alentejo Preparing Regions for Demographic Change* OECD, 2022-04-22 This publication is part of the OECD workstream on Preparing Regions for Demographic Change It elaborates a case study for the Portuguese region of Alentejo and focuses on improving the delivery of educational services taking into account the multi level governance context

EMS Supervisor Orlando Dominguez, 2015-04-27 EMS Supervisor provides entry level mid level senior and prospective EMS supervisors with a managerial leadership reference guide offering a roadmap to dealing with common challenges faced by those in leadership roles *Delivering quality service. Balancing customer perceptions and expectations* Valarie A. Zeithaml, 1990 Signal, 1993 **The Factory Management Series: Executive control**, 1915 Providing Customer-oriented Services in Academic Libraries Chris Pinder, Maxine Melling, 1996 **Automobile Digest**, 1928 Automotive Replacements, 1923 *American Carbonator and American Bottler*, 1917 **California Grocers Advocate**, 1922 Chemical, Color and Oil Record, 1919 *Petroleum Age*, 1922 **FTD News** Florists' Transworld

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