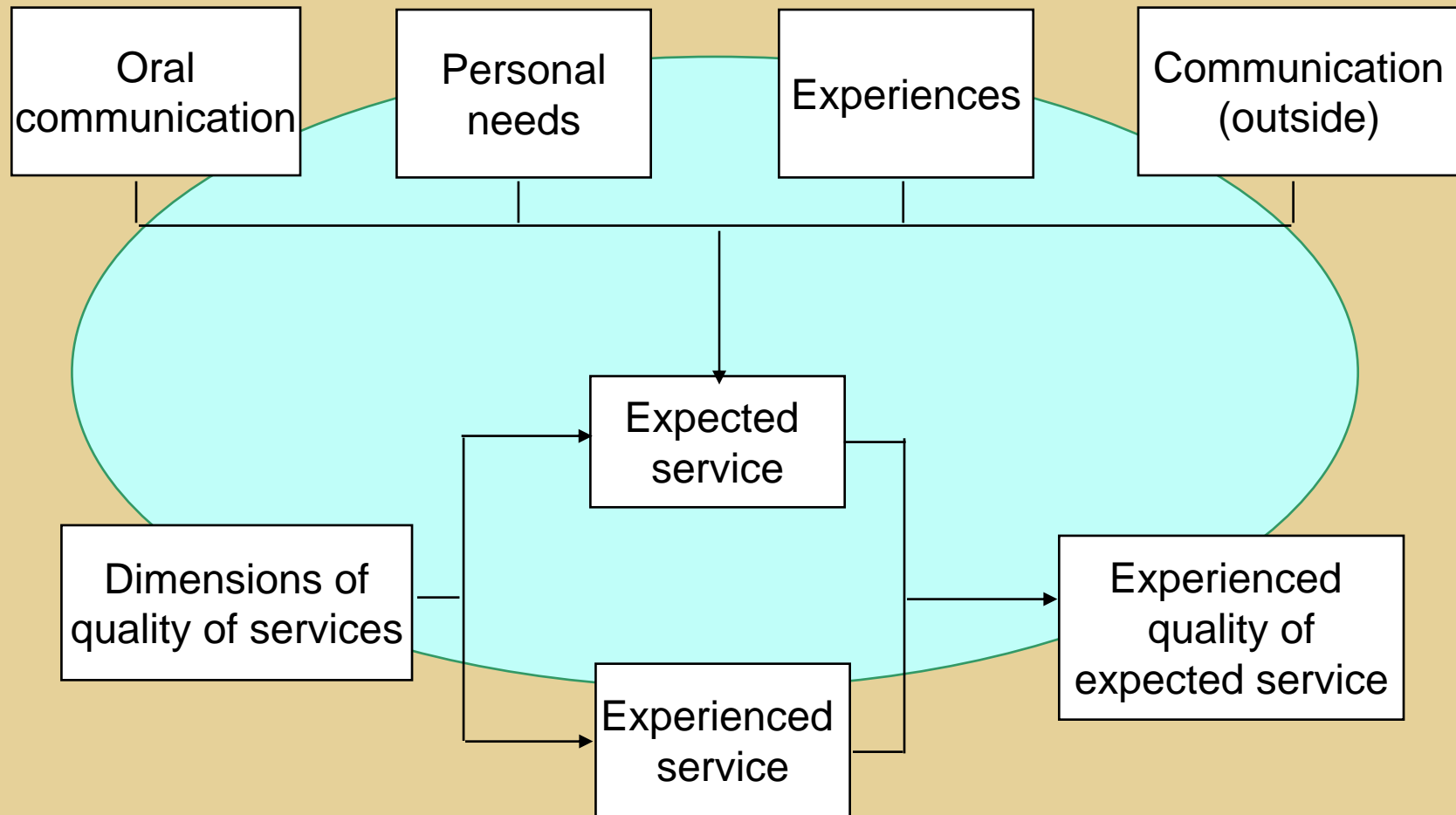


Quality of Services

Quality of Services - A Basic Model



Quality Criteria of A Customer

1. **Reliability:** things are done correctly, timetables are kept etc.
2. **Physical resources:** rooms, machines, equipments etc.
3. **Willingness to serve:** ready to serve, quickness
4. **Expertise**
5. **Courtesy:** friendly, respectful personnel
6. **Reliability:** image, consistency, accuracy
7. **Security:** physical, economical risk
8. **Access:** easiness to access at convenient times, waiting times
9. **Communication:** easiness to understand
10. **Understanding the customer:** special needs and wishes

Measuring Service Quality

Measuring Service Quality

“Objective”

“Subjective”

Quality standards

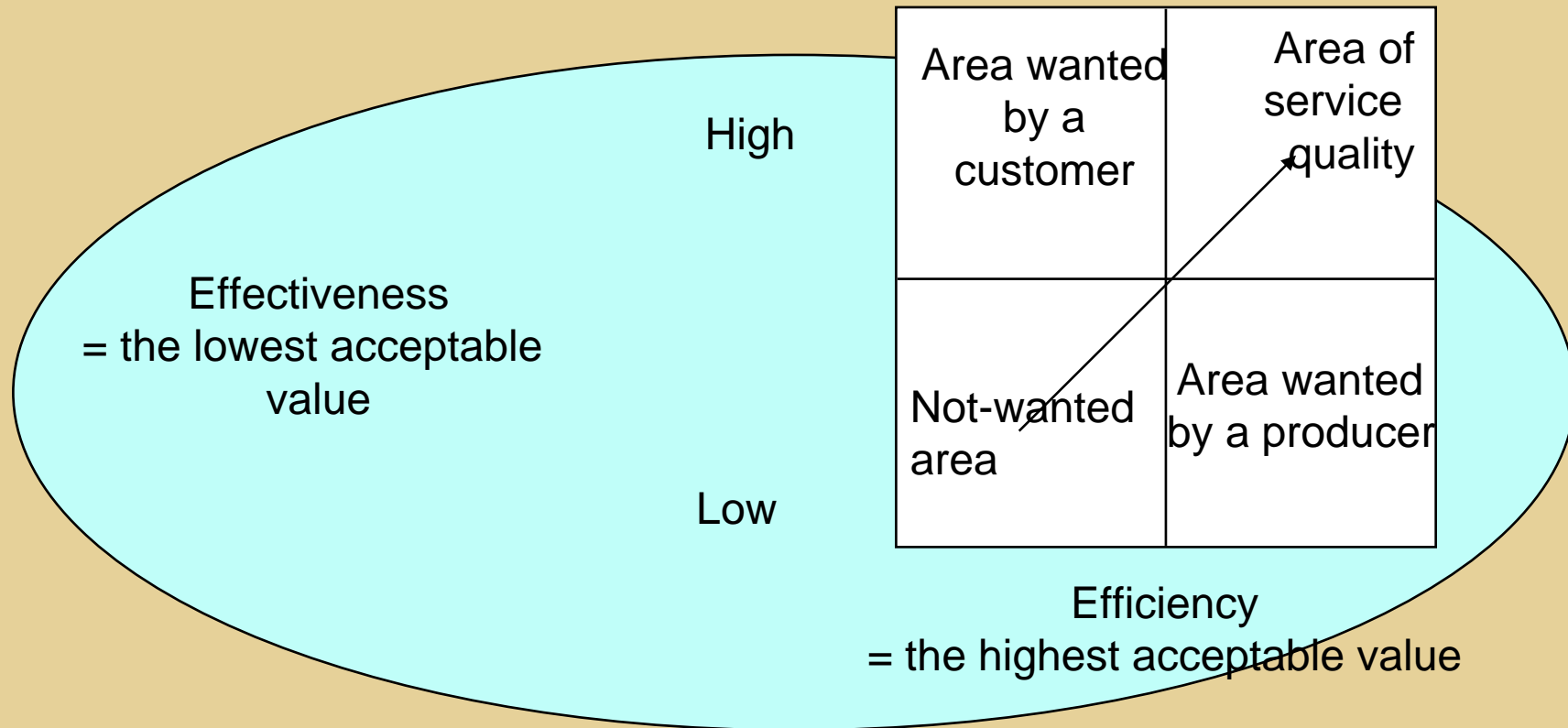
Qualitative “story”

Estimation based on qualities

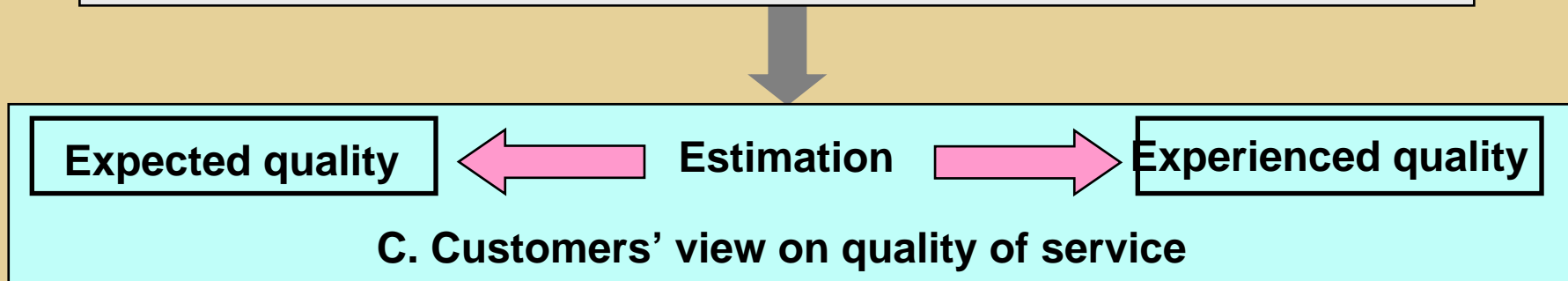
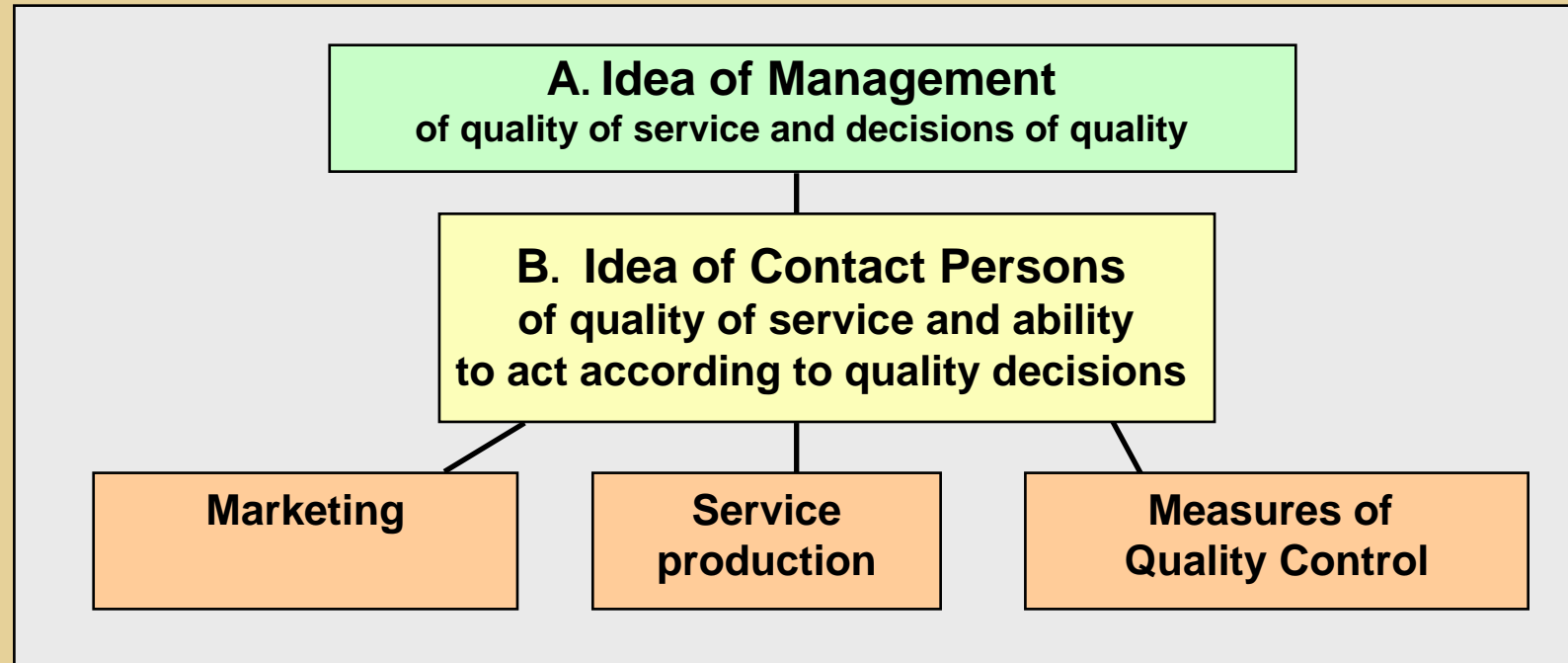
- ◆ Interviews
- ◆ Complaints
- ◆ Critical episodes
- ◆ “Customer juries”
- ◆ “Mystery shopper”

- ◆ “Normal” inquiry
(service is measured by scale)
- ◆ Picking up problematic situations
- ◆ SERVQUAL - type scale

The Model of Service Quality by Davis



Quality management of a service company



Vicious Circle

