

The RATER Model – Service Quality Dimensions

Dimension	Refers to	Specific criteria that customers use
RELIABILITY Delivering on promises	Your ability to perform the promised service dependably and accurately	<ul style="list-style-type: none"> • Timeliness • Consistency/Regularity • Accuracy
ASSURANCE Inspiring trust and Confidence	The knowledge and courtesy of staff; their ability to inspire trust and confidence	<ul style="list-style-type: none"> • Staff competence • Respect for stakeholders • Credibility • Probity and confidentiality • Safety and security
TANGIBLES Representing the service physically	The physical representations or images of your service	<ul style="list-style-type: none"> • Physical facilities • Equipment • Technology • Employees • Communication materials
EMPATHY Treating customers as individuals	The caring individualized attention you provide your stakeholders	<ul style="list-style-type: none"> • Access (to staff, services, information) • Communication (clear, appropriate, timely) • Understanding the stakeholder • Services appropriate for stakeholders' needs • Individualized attention
RESPONSIVENESS Being willing to help	Your willingness to help customers and to provide prompt service	<ul style="list-style-type: none"> • Willingness to help • Prompt attention to requests, questions • Problem resolution • Complaint handling • Flexibility