

Part of the Servqual Questions

Expectation

- Assurance Their employees should get adequate support from these firms to do their jobs well.
- Reliability They should provide their services at the time they promise to do so.
- Empathy They shouldn't be expected to have operating hours convenient to all their customers.
- Responsiveness It is okay if they are too busy to respond to customer requests promptly.
- Tangible Their employees should be well dressed and appear neat.

Perception

- Empathy The University Canteen **does not have** operating hours convenient to all their customers.
- Reliability The University Canteen provides its services at the time it promise to do so.
- Tangible The University Canteen's employees are well dressed and appear neat.
- Responsiveness Employees of the Canteen **are too busy** to respond to customer requests promptly.
- Assurance Employees get adequate support from the University Canteen to do their jobs well.

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Feedbacks from the Class

	All Restaurants (Expectations)	Canteen	Café de Coral	Fairwood
• Reliability	1.1 (6.5)	1.0	1.0	1.2
• Assurance	1.3 (5.9)	1.0	1.0	1.6
• Tangible	0.8 (5.8)	0.7	1.1	0.6
• Empathy*	-0.3 (6.0)	-0.2	0.9	-1.2
• Responsiveness*	0.6 (3.5)	0.7	1.1	0.1
Average Gap		0.64	1.02	0.46

- Reliability is one of the service quality dimensions that exhibits significant effects over different industry (As shown in the above expectation response in parentheses)
- A negative figure above would mean there is no gap on the performance measurement and the customer might have a delight to the service quality dimension
- Fairwood has the best performance where most of the dimensions have the smallest gaps
- However, a possible distortion of data might existed in Empathy and Responsiveness as some responses might not aware of the negative reversed questions
- Average gap in the above could have been weighed to the proportion of Expectation measurement (E.g. Reliability has the highest weigh (6.5), followed by Empathy (6.0), ...)

* Scales reversed

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Should Customers be delighted?

- The worthiness of extra effort and cost to the firm
- Must consider the staying power and competitive implications
- Delight will usually raise expectations and make it more difficult for a company to satisfy customers in the future
- Should choose to delight in areas that cannot be copied by other firms

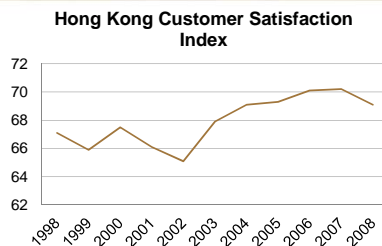
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Customer Satisfaction Index

- ECSI (European Customer Satisfaction Index)
- ACSI (American Customer Satisfaction Index)
- HKCSI by City University of Hong Kong
- A company's long-term profitability depends on consumers' repeated purchases which greatly depend on consumer satisfaction with the company's products. Different Customer Satisfaction Index represent a macro indicator for the well being of an economy

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Hong Kong Consumer Satisfaction Index



Source: CityU-Hong Kong Consumer Satisfaction Index (CityU-HKCSI): 2009 Results, Department of Management Sciences, Faculty of Business, City University of Hong Kong, 6 August 2009 at <http://foweb.cityu.edu.hk/ms/hkcsi/2009.htm>, accessed in 16 June 2010.
* HKCSI discontinued in 2009.

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Comparing Satisfaction

- Same as other performance measurements, we need to have a point of reference to compare the effectiveness of satisfaction. Followings are different approaches in measuring customer satisfaction:
 - Measure both Expectation and Perception
 - Measure Satisfaction and compare changes over time
 - Measure Satisfaction and compare with external indicators such as HKCSI

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