

**Department of Computer**

**Services Science Management**

**(COMP5138)**

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**Group Project Proposal**

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| **Supervisor:** | **Dr Eric CHU** |  |
| **Case Study:** | **The Quality Improvement Customers Didn’t Want** | | |
| **Group Members:** |  |  |
| **1** | **CHEUNG Sin Ying** | **11511628G** |
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|  |  |  |
| **Date:** | **16 November 2011 (Wed)** | |

*(Hope to received feedback on or before 18 Nov, Fri)*

Works Assigned for Proposal Writing Table

*(This table just for our group’s work part assigned use,* ***NO*** *need to submit to Eric, as finally we will go through the whole report together before Group Project submission on 27 Nov, Fri)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Project Part** | **Member** | **%** | **Total** |
|  | **Abstract** | Iris |  | **50%** |
| **1** | **Introduction** |  |
| 1.1 | Background |  |
| 1.2 | Challenges |  |
| **2** | **Service** | Ankang +  Zhong | 25% |
| 2.1 | Service Encounter |
| 2.2 | Characteristics of Services (4Is) |
| 2.3 | Managing the Services (3Ps) |
| **3** | **Service Quality Analysis** | Andy | 25% |
| 3.1 | Perception & Expectation of Service Quality |
| 3.2 | Service Quality Dimensions (RATAR) |
| 3.3 | The Gap Model Analysis |
| **4** | **Six Sigma Application (DMAIC)** | Iris | 25% | **50%** |
| 4.1 | Define Stage |
| 4.2 | Measure and Analysis Stages |
| 4.3 | Improve and Control Stages |
| **5** | **ITIL Framework Application** | Mark | 25% |
| 5.1 |  |
| 5.2 |  |
| 5.3 |  |
| **6** | **Conclusion** | Iris |  |
| **7** | **Reference** | **ALL** |  |
|  |  | **Grand Total** | **100%** | **100%** |

**Proposal**

**Abstract:**

Brief describe the dilemma situation for Quality Care (QC), in case currently no indication for QC to have improvement of its service, but for long term business development, customer retention and competitive advantages in market, how QC to face this innovation to promote quality and efficiency service by use of IT according to the implementation of the new reception system?

**Table of Content**

1. **Introduction**

Nowadays, businesses begin to understand the important of the relevance between customer satisfaction and customer expectations in service encounters. Understanding what customers expect, what factors influence customer expectation and how producers can fulfill the variable needs for customer satisfaction are becoming important issues in service science.

* 1. **Background**

Quality Care is a healthcare organization consists of 3,000 employees and 200,000 members. For QC to implement the new computerized reception system, it would be a giant step forward in the quality of its service. In case to survive in the market, QC will need to cope with this innovation of the new system for its business, but it will need to face the customer gap for the implementation of the new system.

* 1. **Challenges**

Since healthcare organizations have strived to remain competitive in current market, information technology (IT) can be an especially valuable tool for process redesign efforts. The assistance of ITIL is to promote quality and efficiency in the use of IT by aligning IT services with business needs, thereby improving the quality of IT services and reducing the long-term cost of IT services.

1. **Service**

xx

* 1. **Service Encounter**

Xx

* 1. **Characteristics of Services (4Is)**

Xxx

* 1. **Managing the Services (3Ps)**

xxx

1. **Service Quality Analysis**

Xx

* 1. **Perception and Expectation of Service**

Xx

* 1. **Service Quality Dimensions**

Xx

* 1. **The Gap Model Analysis**

xx

1. **Six Sigma Application (DMAIC)**

The Six Sigma is a rigorous methodology for improving business processes by addressing the major causes of variation the lead to poor performance as experienced by the customers.

* 1. **Define Stage**
* Clarify the purpose and scope of the project
* Voice of customers (VOC) *(check sheet for the complains received)*
* Critical to quality (CTQ) *(with Quality function development diagram if necessary)*
* Identify the problem *(with Fishbone diagram)*
* Define the goals for the project

* 1. **Measure and Analysis Stages**
* Measure - Measure key aspects related to clinical processes and collect relevant data
* Analysis - Analyze reasons of time delay and verify cause-and-effect relationships *(with a Blueprinting diagram and give brief description for each cause to the specific problem)*
  1. **Improve and Control Stages**
* Improve – redesign of the processes *(with diagrams with current and redesign processes, besides that see whether to add PERT chart or Gantt chart at the appropriate para. if necessary)*
* Control – In terms of control stage, it is important to determine whether the process is stable after the implementation of those changes

1. **ITIL Framework Application**

Xxxx

* 1. Services Strategy Perspective

Xx

* 1. Continuous Service Improvement

Xx

* 1. Services Level Agreement

xx

1. **Conclusions**

Overall describe the working for the whole project. The importance for understanding what customers expect, what factors influence customer expectation and how producers can fulfill the variable needs for customer satisfaction, all these are becoming important issues in service science. Besides that, QC should also need to understand that IT has the potential to improve the quality, safety, and efficiency of health care. Drivers of investment in IT include the promise of quality and efficiency gains. Barriers include the cost and complexity of IT implementation, which often necessitates significant work process and cultural changes.

1. **References**

***Books:***

1. Service management: operations, strategy, information technology (6th Edition), by *James A Fitzsimmons, Mona J. Fitzsimmons, (2008), McGraw-Hill.*
2. A guide to customer service skills for the help desk professional, (3rd Edition), by *Donna Knapp*, *(2011),* *Course Technology Centre Learning*.
3. Service Blueprinting: A Practical Technique for Service Innovation, *by Center for Service Leadership (2007), Arizona State University*.
4. Six Sigma fundamentals: a complete guide to the system, (2004), methods and tools, by *D.H. Stamatis*, *N.Y.:* Productivity Press.
5. ITIL Version 3 at a Glance: Information Quick Reference, (2008), by *John O. Long*, *Springe Science, LLC.*

***URL:***

1. Service Desk Overview

<http://www.scribd.com/doc/13636899/service-blueprint>

1. ITIL Service Management: Service Desk

<http://www.itil.org.uk/sm-activities.htm>

1. ITIL for Service Desk

<http://www.manageengine.com/products/service-desk/ITIL-help-desk-smb-whitepaper.html>

1. Six Sigma for Help Desk

<http://helpdesk.wyopub.com/2005/08/six-sigmz-for-help-desks.html>

*(Grp members: please feel free to add more books and URL for reference use, thanks.)*