

PRINCIPLES OF GREAT SERVICE

Lesson 1.1

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Objectives

- Learning Target One – Understanding Common Values of Successful Organizations
- Learning Target Two – Value versus Quality
- Learning Target Three – Challenges of Service Reliability

Topic 1.1

COMMON CORE VALUES OF SUCCESSFUL ORGANIZATIONS

- ***Excellence*** - insists on high standards
- ***Innovation*** - always changing into something better
- ***Joy*** - invest in employee satisfaction
- ***Teamwork*** - recruit team players

Topic 1.2

COMMON CORE VALUES OF SUCCESSFUL ORGANIZATIONS

- **Respect** - customer, employee, suppliers, community
- **Integrity** - trust is important, service is intangible
- **Social profit** - net benefits to society beyond economic gain

Topic 1.3

SERVICE GUARANTEE

- *Symbolizes the company's commitment to fair play*
- *Bold step - company must perform thorough analysis prior to implementing*
- *Guaranteeing poor service fatal*

Topic 2.1

QUALITY versus VALUE

- **Value is a cost based relationship**
 - *if the costs are less than the benefit received then guests consider it a value*
- **Quality is a subjective judgement**
 - *if the experience equals or exceeds expectations on both the technical and functional levels guests then consider it a quality experience*

Topic 2.2

QUALITY versus VALUE

Value = benefits - burdens

What benefit does the customer receive for the burdens that they must bear? Do the benefits outweigh the burdens?

Inconvenience

Actual Cost

Waiting times and reservation aggravations

Topic 2.3

QUALITY versus VALUE

- Quality
- **Three dimensions of Quality - Doing:**
 - ***the right thing:*** providing the products and services the guest desires - competitive methods
 - ***right:*** service free from defects (technical) in the expected manner (functional)- core competencies
 - ***consistently:*** excellent implementation

Topic 3.1

CUSTOMER SERVICE RELIABILITY

- **Most important service dimension**
 - customers buy a promise
 - *services first sold then delivered*
 - *customers enter the service factory*
 - *customers participate in the production of the service*

Topic 3.2

RELIABILITY DESIGN

- ***Design is as important as attitude***
 - *many mistakes due to poor design*
 - *good attitude does not save poor design*
- ***Service map***
 - *visually defines the system*
 - *answers*
 - *what is service?*
 - *how does it work?*

Topic 3.3

CHALLENGES OF SERVICE RELIABILITY

- ***Labor-intensive in multiple locations***
- ***Attitude is important***
 - *wanting to be reliable is the key*
 - *double checking*
 - *emphasize accuracy*

