

## Using Ambidexterity to Achieve Service Excellence



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***(Dr. Earl Harber)***

## USING AMBIDEXTERITY TO ACHIEVE SERVICE EXCELLENCE

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GRIN Verlag Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, EBS European Business School gGmbH, language: English, abstract: In conjunction with the advancing process of globalization the competitive environment continually intensifies (Meyer, 2002, p. 3). The possibilities to minimize costs and to increase return on sales are mostly exhausted or require a high amount of effort to be realized (Kuhn & Hellingrath, 2002, p. 1). Market saturation in industrial nations caused a swift from seller to buyer markets (Meyer, 2002, p. 4), where the major challenge for service companies is based in the flexible and adaptable fulfillment of ascending demands and expectations of its customers (Gouthier, 2006, p. 58; Grant, 1996, p. 375). Delivering an outstanding and positively surprising service to the customer can lead to competitive advantages, such as a higher willingness to pay as the study by Homburg, Koschate, and Hoyer (2005) indicates, a higher loyalty if customers are very satisfied as 'the Satisfaction-Loyalty Link' by Jones and Sasser (1995, p. 95) depicts, or a increased intention to recommend the services or products of a several provider (Mittal & Kamakura, 2001). Thus, topics, such as service excellence gain importance, where companies appeal to continually improve and even perfect their service offer in order to achieve customer delight (Jonston, 2004, p. 129). Famous examples of companies that continuously strive for service excellence are Singapore Airlines and the Ritz Carlton hotels (Johnston, 2007, p. 23; Heracleous & Wirtz, 2010). By watching classical advertisement in television or radio, several companies claim to deliver excellent service to their clients although in practical business life they fail. In...

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