MANAGING SERVICE QUALITY BY COMBINING VOICE OF THE SERVICE PROVIDER AND VOICE OF THEIR CUSTOMERS

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Abstract

Objectives: To find out what service that customers find the most important - and which in return is the most crucial one to provide to them.

Method: Using a new formula called Customer-Service Provider Matrix which founded by Professor Raj Komaran, it will find out which service is needed and not needed. The researchers need to have a sampling method in any service company and need to make the questionnaire by interviewing some of the user of the products that really love it.

Results: Not every service that the service provider thinks is good will is acceptable by the customers. We find out that sometimes service that are seems are not important actually is the one that have crucial effects and the other way around. We are not found something that is unusual; however the result shows that it is in the right track.

Conclusion: The “House of Quality” proves to make excellent service quality manageable to gain customers’ loyalty. Not every service provided is wanted by the customer and loyalty of customers’ is not gained by discounts.

Keywords:
Customer requirements, Service quality, Quality systems, Quality management