

QUALITY AND SERVICE INNOVATION

MARKETING OF SERVICES

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INTRODUCTION

- The service quality of a firm is tested at each service encounter.



DEFINING SERVICE QUALITY

- Service quality is the delivery of excellent or superior service relative to customer expectations.



GAP MODEL

- Internal quality is based on conformance to specifications.
- External quality is based on relative customer-perceived quality.
- There are biases!

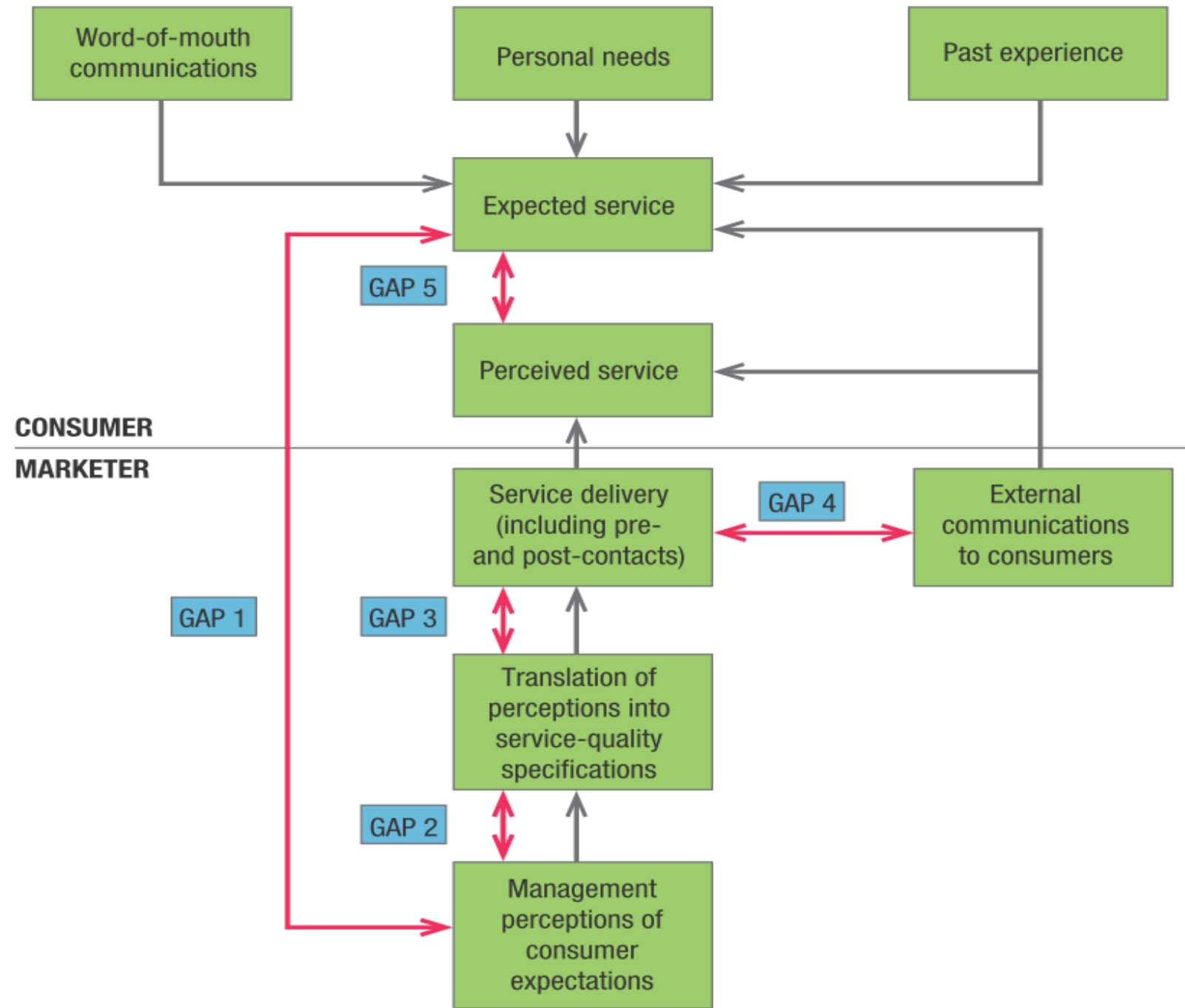


GAP MODEL

- Customers frequently identify key purchase criteria not identified by management.
- Differences in perception of performance may exist for the most basic of criteria.



GAP MODEL



GAP MODEL

- Consumer expectation and management perception.
- Management perception and service quality expectations.
- Service quality specifications and service deliver.
- Service delivery and external communications to consumers.
- Expected service and perceived service.



GAP 1

- The difference between consumer expectations and management perceptions of consumer expectations.
- **The Knowledge Gap.**



GAP 2

- The difference between the management perceptions of consumer expectations and service quality specifications.
- **The Standards Gap.**



GAP 3

- The difference between service quality specification and the service actually delivered.
- **The Delivery Gap.**



GAP 4

- The difference between service delivery intention and what is communicated about the service to customers.
- **The Communication Gap.**



GAP 5

- The difference between the actual performance and the customers' perception of the service.
- **The Customer Gap.**



IMPROVEMENT

- Improving service quality is an important activity, which needs to be followed.
- Some of the commonly used techniques for improving service quality:
 - Benchmarking.
 - Service Blueprinting.



- Listening.
- Reliability.
 - Basic service.
 - Service design.
 - Recovery.
 - Surprising customers.
 - Fair play.
 - Teamwork.
 - Employee research.
 - Servant leadership.

IMPROVING SERVICES

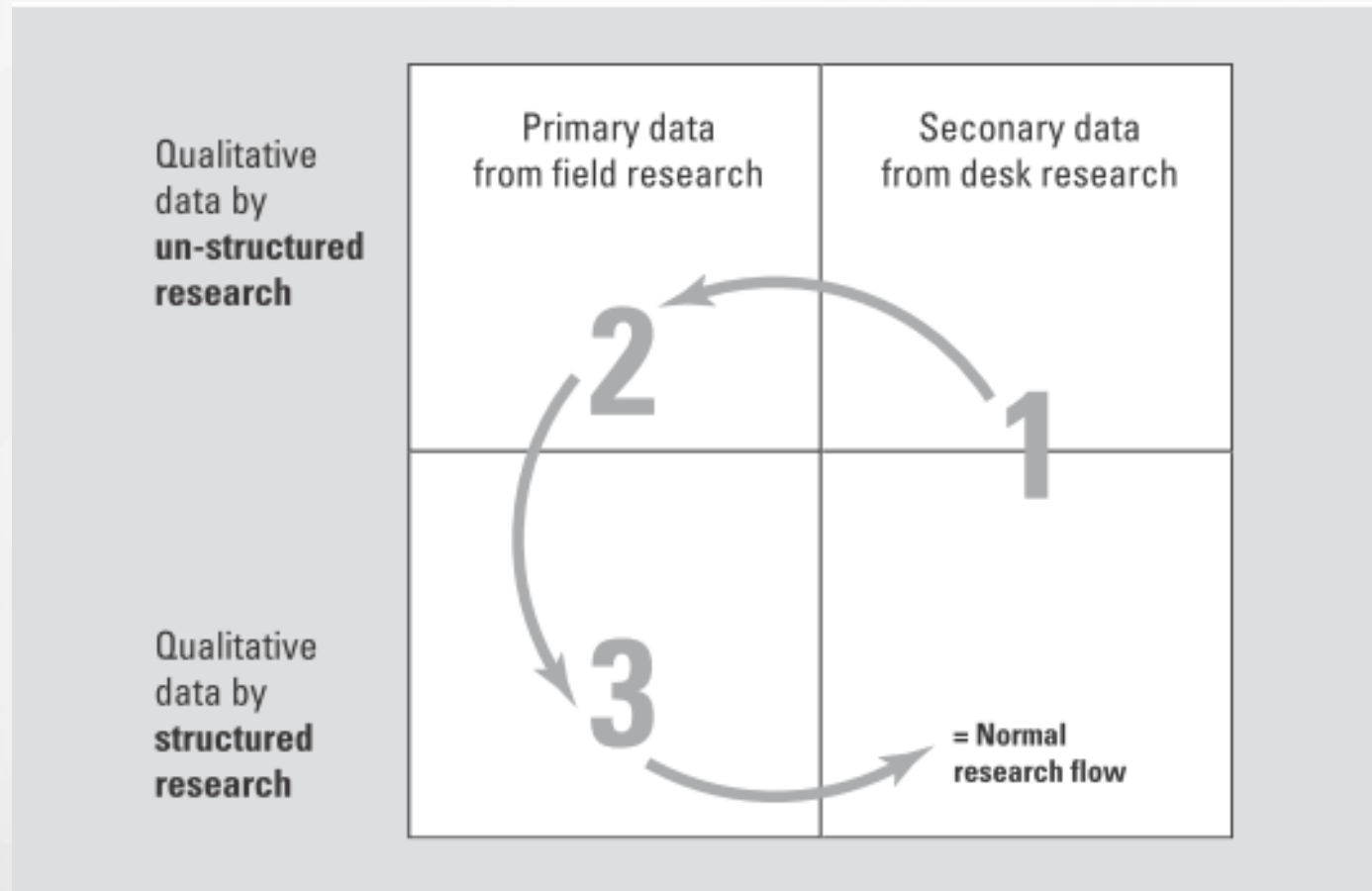


INCORPORATING SELF-SERVICE TECHNOLOGIES

- To traditional vending machines we can add automated teller machines (ATMs), self-pumping at gas stations, self-checkout at hotels, and a variety of activities on the Internet, such as ticket purchasing, investment trading, and customization of products.



TYPES OF INFORMATION AVAILABLE



SECONDARY DATA VIA DESK RESEARCH

- The researcher should never forget that it is ‘second-hand’.
- It should always be tested for impartiality, validity, currency, and reliability.



SECONDARY DATA – IMPARTIALITY

- ‘Partial data’ is produced when there is a ‘hidden agenda’ to the research.
- Considering information without bias.



SECONDARY DATA – VALIDITY

- The extent to which a measure, indicator or method of data collection possesses the quality of being sound or true as far as can be judged.
- In the social sciences generally, the relationship between indicators and measures and the underlying concepts they are taken to measure is often contested.



SECONDARY DATA – CURRENCY

- How up-to-date is the information?



SECONDARY DATA – RELIABILITY

- This topic asks whether the research methodology is up to the job?



Reliable
Not Valid



Low Reliability
Low Validity



Not Reliable
Not Valid



Reliable
Valid

PRIMARY INFORMATION VIA FIELD RESEARCH

- Primary research is conducted to fill information gaps that the secondary data has not been able to satisfy.

AD HOC vs. MULTI-CLIENT on the one axis

and

QUALITATIVE vs. QUANTITATIVE on the other.



PRIMARY INFORMATION VIA FIELD RESEARCH

- Multi client falls into three distinct categories:
 - Syndicated studies instigated by a group of firms in an industry.
 - Industry studies originated by the research agency.
 - Omnibus studies.



QUALITATIVE RESEARCH

- There are many ways of conducting qualitative research, ranging from in-depth interviews to focus group discussions.
- Unstructured research techniques.
- Questions are nearly all in open format.
- High level of interviewing skills and interpretive skills.



QUANTITATIVE RESEARCH

- Structured research techniques.
- The quantitative data is captured via the use of an instrument such as a questionnaire, diary or audit most or response can be obtained via a personal interview conducted face to face or by telephone.



RESEARCH EXAMPLES

- Customer complaint analysis.
- Mystery shopping.
- Customer surveys.
- A panel.



**THANK YOU
FOR YOUR ATTENTION😊**

