

Leading service providers see quality as a strategic tool. Service is not just outputs, but also the delivery process.



Service Quality Construct

monograph

research

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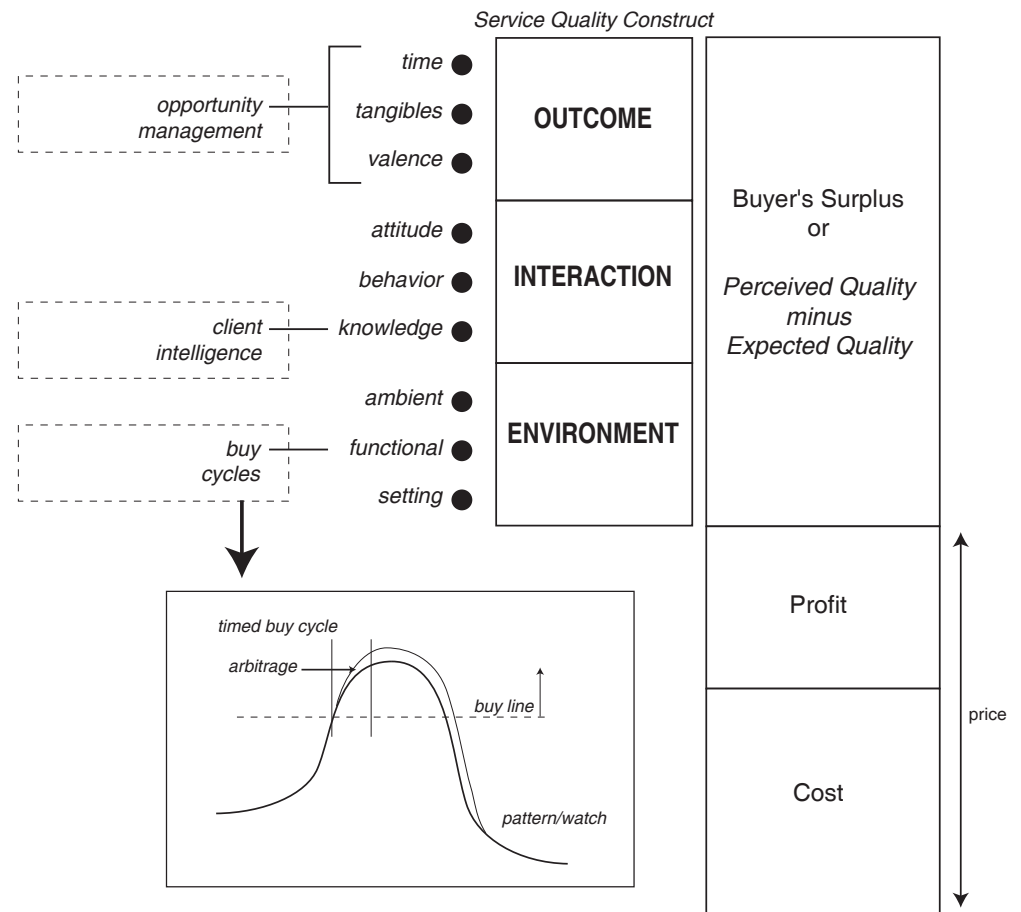
- ▶ **GAP**
Customer expectation and management perception of that expectation
- ▶ **GAP**
Management perception and service specification
- ▶ **GAP**
Service specification and service delivery
- ▶ **GAP**
Service Delivery and external communications which influence expectations
- ▶ **GAP**
Customer expectations and customer perceptions of the delivered service

What did the customer have to sacrifice to get the benefit of your product or service? And price may be the smallest sacrifice. The client often spends significant energy educating the vendor on what he/she needs.

When you hear that Nordstrom "significantly exceeded expectations" you know they are talking about buyer's "quality" surplus or perceived minus expected quality.

There are three tenets of service quality. Outcome: How long did I have to wait for the service? Am I satisfied? And how well did I connect with the vendor? Interaction evaluates the team that performed the service. And Environment deals with the conditions for delivering the service. A lot to consider...

Infonautics helps companies support the entire construct. With the right information, better connections with buyers drive clearer sales opportunities. Our capabilities are very strong in the area of client intelligence and supporting your interactions. And last, Infonautics will help identify high stress, high activity events at companies that are often environmental and not created "inside" the company.



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