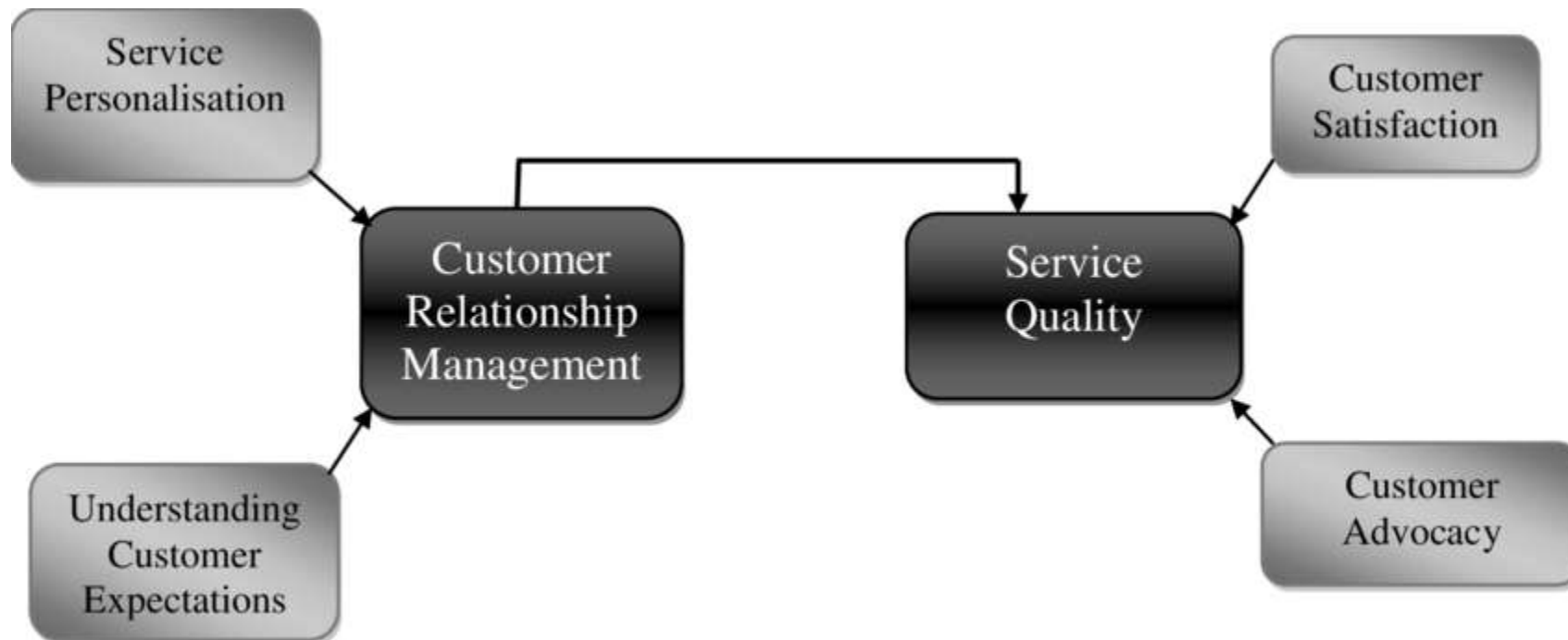# CUSTOMER RELATIONSHIP MANAGEMANT

UNIT V

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What is service quality?

Service quality is **a measure of how an organization delivers its services compared to the expectations of its customers**. Customers purchase services as a response to specific needs.

DETERMINES OF SERVIVE QUALITY

➢ Reliability

This refers to an organization's ability and consistency in performing a certain service in a way that satisfies its customers' needs. This process involves every step of customer interaction, including the delivery or execution of the good or service, swift and precise problem resolution and competitive pricing.

➢ Tangibility

This is an organization's ability to portray service quality to its customers. There are many factors that give a company highly tangible quality, such as the appearance of its headquarters, its employees' attire and demeanor, its marketing materials and its customer service department.

➢ Empathy

Empathy is how an organization delivers its services in a way that makes the company seem empathetic to its customers' desires and demands. A customer who believes a company truly cares about their well-being is likely to be more loyal to that company.

➤ **Responsiveness**

This is a company's dedication and ability to provide customers with prompt services. Responsiveness implies receiving, assessing and swiftly replying to customer requests, feedback, questions and issues.

➤ **Assurance**

Assurance is the confidence and trust that customers have in a certain organization. This is especially important with services that a customer might perceive as being above their ability to understand and properly evaluate, meaning that there has to be a certain element of trust in the servicing organization's ability to deliver.

Importance of quality circle

❖ **boosts sales**

      Customers that perceive a company's services as being high quality are more likely to do business with that company. Also, customers who buy from companies with high service quality are more likely to continue buying from those companies regularly.

❖ **It saves marketing money**

      Retaining existing customers by offering them high-quality services is typically less expensive than attracting new ones.

❖ **It can attract quality employees**

      Highly performing professionals generally prefer to work for companies with high service quality.

❖ **It can lead to repeat business**

      Customers who see their issues and complaints swiftly and efficiently resolved by a company's customer service department may be more likely to buy from that company again in the future.

❖ **It strengthens the company's brand**

   The reputation of a company with above-average service quality can boost sales by attracting new customers or retaining existing ones.

❖ **It eliminates certain barriers to buying**

   High service quality can convince a hesitant customer to make a purchase, as they know that if the service is not right for them, they can rely on strong customer service to remedy the situation.