

INTEGRATION OF THE SERVICE QUALITY (SERQUAL) MODEL IN DEFINING THE SERVICE PHILOSOPHY

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The SERVQUAL model is a popular tool used by organizations to measure the quality of their services based on five dimensions: reliability, responsiveness, assurance, empathy, and tangibles. By integrating the SERVQUAL model into their service philosophy, organizations can ensure that they are consistently delivering high-quality services that meet or exceed customer expectations.

To illustrate this concept, let's consider the case of a boutique hotel that has recently undergone a change in management. The new management team wants to establish a service philosophy that emphasizes the importance of delivering exceptional customer service. They decide to use the SERVQUAL model as a framework for defining their service philosophy.

Reliability: The hotel management team understands that guests expect reliable service. To ensure reliability, they implement processes for handling guest requests promptly and consistently. They also invest in technology that allows guests to book rooms and make requests online, which reduces the risk of errors and delays.

Responsiveness: The hotel management team recognizes that guests expect quick and efficient service. They train their staff to be responsive to guest needs and to anticipate their needs before they arise. They also implement a system for tracking guest requests and ensuring that they are resolved in a timely manner.

Assurance: The hotel management team understands that guests want to feel confident in the quality of the services they receive. They invest in staff training and development to ensure that their employees have the knowledge and skills necessary to provide high-quality service. They also communicate their commitment to service excellence to guests through marketing materials and guest communications.

Empathy: The hotel management team recognizes that guests want to feel understood and valued. They train their staff to listen actively to guest feedback and to respond empathetically to their concerns. They also implement a system for gathering guest feedback and using it to improve their services.

Tangibles: The hotel management team understands that guests make judgments about the quality of their services based on tangible factors such as the physical environment and the appearance of staff. They invest in maintaining a clean and well-maintained hotel environment, and they train their staff to present a professional and polished appearance.

Discussion questions:

How might the SERVQUAL model be adapted for use in different types of service organizations?

What are some potential challenges in implementing a service philosophy based on the SERVQUAL model?

How might customer expectations of service quality differ in different cultural contexts?

How might technology be used to enhance the delivery of services in organizations that adopt the SERVQUAL model?

What are some potential benefits of integrating the SERVQUAL model into an organization's service philosophy?