



Delivering Quality Service

By Valarie A. Zeithaml

Free Press. Paperback. Book Condition: New. Paperback. 240 pages. Dimensions: 9.0in. x 6.0in. x 0.7in.Excellence in customer service is the hallmark of success in service industries and among manufacturers of products that require reliable service. But what exactly is excellent service It is the ability to deliver what you promise, say the authors, but first you must determine what you can promise. Building on seven years of research on service quality, they construct a model that, by balancing a customers perceptions of the value of a particular service with the customers need for that service, provides brilliant theoretical insight into customer expectations and service delivery. For example, Florida Power and amp; Light has developed a sophisticated, computer-based lightening tracking system to anticipate where weather-related service interruptions might occur and strategically position crews at these locations to quicken recovery response time. Offering a service that customers expect to be available at all times and that they will miss only when the lights go out, FPL focuses its energies on matching customer perceptions with potential need. Deluxe Corporation, Americas highly successful check printer, regularly exceeds its customers expectations by shipping nearly 95 of all orders by the day after the orders were...



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