

Measuring and managing

Service function effectiveness

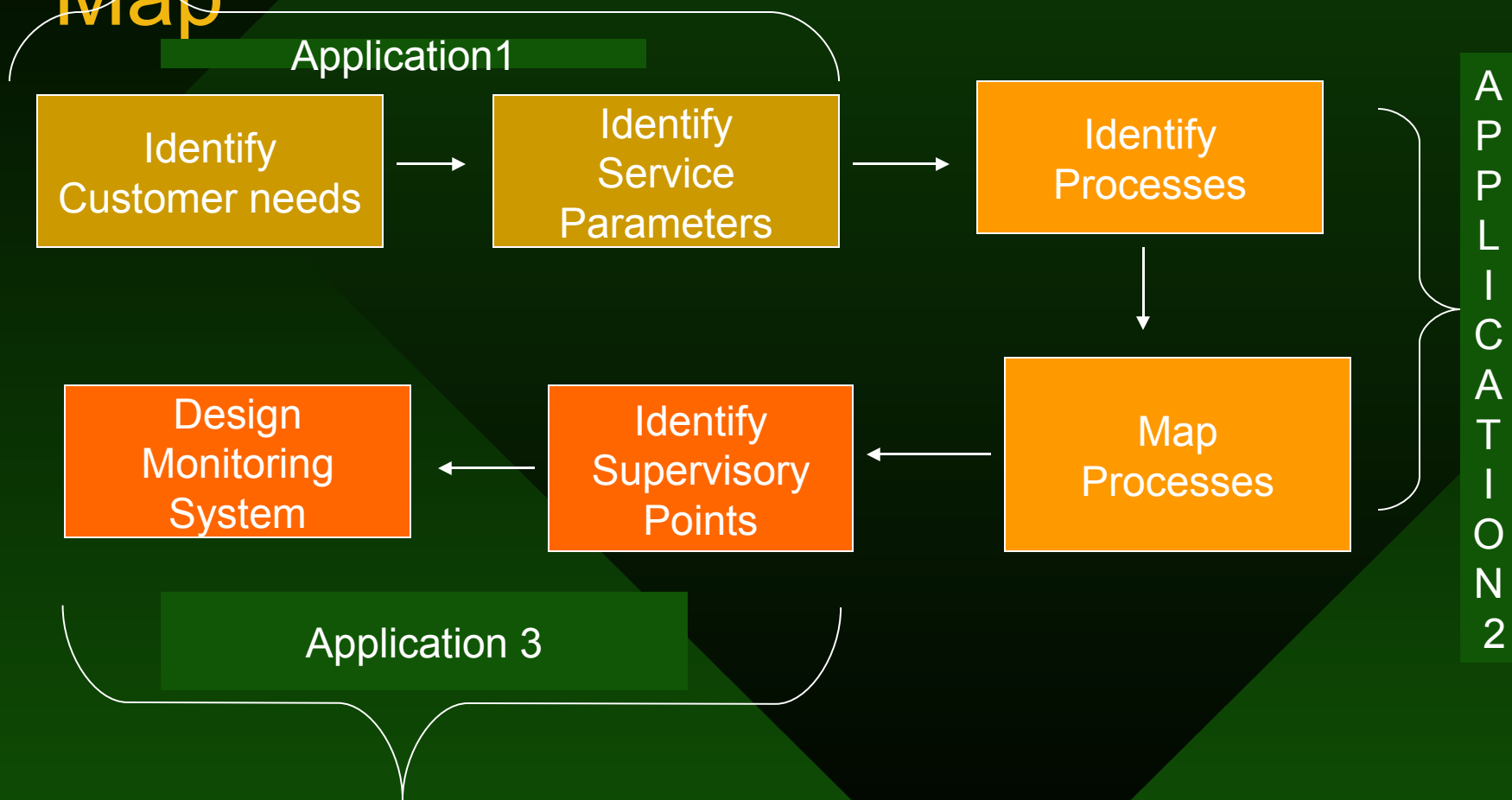
Objectives

- To explore and synthesize the tools and processes for measuring and managing service function effectiveness.
- To apply the tools and processes.
- To analyze application outcomes for refining the competency of measuring and managing service function effectiveness.

Workshop Process



Measuring and managing service function effectiveness-Process Map



Step 1

- Identifying customer needs, service priorities and parameters.

Exploring the relationship
between customer needs and
customer satisfaction

QFD for the Service Function

Method to convert customer expectations (Voice Of the Customer) into quantified service parameters.

- QFD.
- Objective:
 - To convert customer requirements, market research and technical benchmarking data into a specific set of goals to be met by new product/service design.

Benefits

- Easy conversion of customer requirements into the appropriate technical requirements for every aspect of product/service development and production. These include marketing strategies, planning, product design and engineering, prototype evaluation, production process development, production and sales.
- Helps identify the lacunae in the present service team's understanding of the service requirements.
- Continuous improvements in service quality.
- Enhances value to the customer.
- Prevents the organization from incorporating unnecessary features into the service.

Designing the Quality Supervision/Monitoring System

- Identification of supervisory check points for incorporating into the Quality Supervision and monitoring system.