

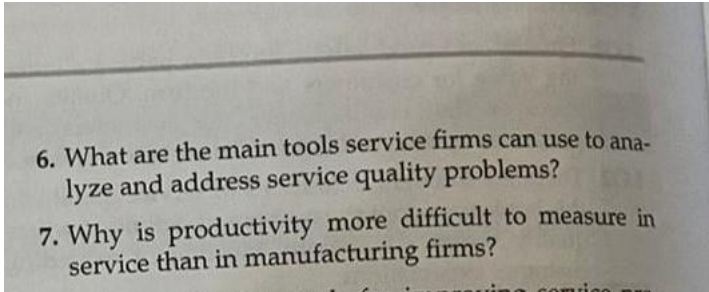


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Question: 6. What are the main tools service firms can use to ana- lyze a...



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Expert Answer



Anonymous answered this
29 answers

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6. Tools used to analyze and address service quality problems :

It is important to provide excellent service to our customers. Mainting the quality standards for services helps to sustain and growth of a business. So it is essential to analyse and address the quality of services we are providing. There are some practical tools for measuring service quality. The main tools used are discussed below,

- Rating of post service : It is the method of collecting rating from customers after delivering services to them.
- Survey of follow-up : The survey method is done through sending an email to customers for collecting their feedback about our services.
- SERVQUAL : It is used to analyze the subjective element of service quality.
- Customer Efforts Score : It also a type of survey measures how easy the service they experiance.

7. Productivity is more difficult to measure in service than in manufacturing firms :

The rate of output per unit of input is called productivity. It can be material, labour or a mix of it. When there is higher productivity there will be higher profits. Productivity is the ability to produce a good or service for an organization. For a manufacturing firm, it can be easy to identify the productivity by pointing the total number of finished goods. But it is difficult to measure the productivity of service organizations.

The reasons for difficulty to measure service productivity are,

When increasing the customers in service sector they can't provide better service than when they providing in normal conditions.

In service sector it is difficult to measure productivity.

Service company can't increase productivity by providing more services like manufacturing firms.

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only car to B for P200,000. B accepted the offer by making his letter of acceptance on March 10, 2020. On

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Q: The key questions to ask when defining a firm's customer relationship strategy include all of the following EXCEPT O a. how much customization or one-to-one marketing and service delivery is suitable and profitable? O b. How should our value proposition change to increase customer loyalty? c. How much time and resources can we provide to CRM right now? d. what is the increase in...

A: [See answer](#)

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