

## MEASURE TO IMPROVE SERVICE QUALITY

1. **Competent Staff**- depend on quality staff , provide proper service , improve service , listen & understand customer complaints ,friendly polite ,easily approachable ,
2. **Benchmarking**- best in industry ,product ,service , identify internal opportunities for improvement ,
3. **Feedback from Customer**- personalize service ,knowing customer by name ,rewarding loyal customer for the suggestion ,better service
4. **Customer Friendly Technology**- simple technology , i.e. ATMs ,loan facilities at doorsteps ,
5. **Standard Service**- provide standards service ,quantitative & qualitative guidelines for customers ,i.e. Dominos Pizza, MacD. Service within 30 mts.
6. **Customer relationship Mgmt.**- relations ,detail information , data warehousing ,mining ,Loyalty programs , satisfactory survey ,
7. **Employees Involvement**- top mgmt. setting quality standards , take suggestion from lower level employees ,
8. **Marketing Research**- customer requirement , online & offline , quality ,price ,size ,shape ,promotion , distribution – channels ,MLM , Direct marketing ( M - C)