

Change the formula

[Business](#), [Human Resources](#)



Question Service equates to a product. Thus, service providers should develop a range of indicators to determine if customers perceive service is satisfactory and if it meets the quality standards desired by said customers. First, describe a service that you recently received and then state at least four indicators mentioned in Omachonu and Ross (2004) that you would use to determine if the service experience you received is considered high quality.

Answer

Selected Answer: Last holiday, I visited Olive gardens and regretted the opportunity. The services provided by the waiters were of less quality, with most of them not paying attention to us. We had to wait for a long time to receive our food especially after the waiters taking 20 minutes before they took our order. The waiters did not help me at the time when we needed more information about some options that I did not have adequate knowledge about. In general, I consider the experience at Olive gardens as irritating since it did not offer its clients a welcoming atmosphere. In addition to the services, I was also harmed psychologically during my stay at the hotel. The waiters were not willing to provide a friendliness environment to me since one of the waiters declined to my request for change of a hot dish. In determining the experience at Olive gardens, I used the following indicators in Omachonu and Ross (2004):

1. Appearance of the physical facilities
2. friendliness/courteousness of our employees
3. Respect of for customer feelings/rights
4. Safety/risk of the service

Question 2:

In regards to the practice of total quality management and improving organization-wide performance, explain the importance and relationship of the value chain, quality, and satisfied customers. NOTE: This is a 20 point item and students are expected to write 4 - 8 sentences or a moderate-sized paragraph. In other words, be thorough and offer a "scholarly" response and not just your opinion.

Selected Answer:

With reference to excellence, the organizations need to analyze the needs and expectations of customers, because the latter forms an inherent part of the profitability of any organization. This happens since they are the end-buyers, which the organizations consider as one major source of cash inflows. Intuitively, the determination of the needs will help an organization to determine the taste and preference of the customers, concerning improving quality and general satisfaction. Upholding good image among the potential customers, requires an organization to be in a position of raising a unique product, which is capable of retaining and attracting the customers. Consequently, the given organization should always modify the value chain quality since this will help in meeting the needs arising from changing trends in taste of the customers. Further, analyzing needs and expectations of the customers help an organization in proper planning of the production process. This gives assurance about the success to be encountered.

question 3-:

Based on the text material from Omachonu and Ross (2004) offer two "personal experiences" of elevated customer service experiences that you

have enjoyed from an organization or organizations of your choice. Limit your response to a maximum of two sentences for each instance.

Selected Answer:

My stay at 680 hotel is one of the annihilating experience I have ever enjoyed in my life. During my stay, the administration was the first to show me a sign of welcoming scenario by offering me a special and friendly encounter. They provided me with all the information I needed to have about the place. They staff also took me around their hostels, which allowed me to know the place in and out. I also had an easy time when talking to the staff because they all received me with a smile and approachable looks. I considered this as a hub of good customer service since I had to extend my stay at the place, just because of the experience.

Attending Mac-Donalds, at a tender age of 10 also made me realize the value of this restaurant in the life of Americans. Even though I was below the age of proper gaining of acquaintance with a place, I was able to finish my transactions in time and go back home. The waiters were welcoming and one of them took the time of lending me a hand in finishing my transactions. He helped me at the moments when I had to confirm correct receipt of change from the cashier. The waiter was very nice to me and mum wished I could have given him a “ tip” because she did not expect me to come back home with all the needed stuffs.

question 4-:

In two sentences or less discuss two prerequisites to becoming a total quality management organization.

Selected Answer:

Quality attitude and organizational infrastructure are the two conditions required for total quality management. In achieving quality attitude an organization needs to establish a culture that encompasses improving the quality of production, through instilling the attitude in employees. The other prerequisite, organizational infrastructure, requires an organization to introduce the proper infrastructure that will enforce quality culture in the employees, through offering them suitable training.