

Definition of service quality



Service Quality

Definition:

Analysis of final product or the outcome that a company or organization delivers to the client is called as Service Quality. In other words we can define it as comparison between the terms expectation and outcome of a product or service.

It is used to make the continuous changes in the hospital to gain good services for our rest home to fulfil the customer needs.

In a hospital, service quality in a hospital is directly proportional to reputation of the organization of the hospital. All the staff in a hospital must work together to provide a quality care to the patient to provide them satisfactory care. We can see usually in many hospitals patients be in queue to avoid this there must be an appointment system. There should be a member in reception to attend them on time. To make this possible the management must increase the medical staff in the hospital. Even the medical staff must work faster and make the works possible accurately with proper quality service.

It consists of different dimensions and they are:

Tangibility, Reliability, Responsiveness, Assurance and Empathy.

This dimension represents how consumers organize information about service quality in their minds. This can be logically extended to internal

services as well. Sometimes customers use all the above dimensions to determine service quality perceptions.

Tangibility: As services are tangible, customers develop their view of service quality by comparison of tangibility with service provided like physical facilities, equipment, and appearance of personnel.

Reliability: These define the ability of providing the accurate and dependable services provided by the organization.

Responsiveness: This means to provide services in time and willingness to help customers.

Assurance: Employees knowledge and courtesy and their ability to inspire trust and confidence.

Empathy: Understanding and sensitive caring individualized attention given to customers.

SERVQUAL:

It is a method used to the service quality in organization

There are 5 gaps which leads to the changes in the service quality provided by the organization.

So below are the explanation for these gaps.

Gap 1 – Management Gap:

This gap is seen when the management is unable to fulfil the need of the residents/patients by not understanding their needs. According to an example, in a hospital a doctor thinks to give a planned treatment to the patient but the patient won't understand it and wait for the proper responses from the staff of the hospital. This situation can be considered as a management gap.

Solution: To avoid this above situation there should be proper communication between doctor and the patient. Once the treatment sheet is done by the doctor, it should explain the patient about the treatment they are going to provide and figure out the patient's complaint regarding all the issues.

Gap 2 –Quality Gap:

In this gap, management understands the needs of the patients but fails to provide those services which they had promised.

For example, a doctor asks a nurse to tell a patient to get ready for the medical check-up, which should be done without eating, but this wasn't informed by the nurse to the patient. This may lead to the lack of knowledge, and the patient may not be fast.

Solution: To avoid this condition, there must be proper guidance given to the patient by the staff so that they won't do any mistake.

Gap 3 –Delivery Gap:

This gap occurs due to the lack of knowledge and the improper training to the staff due to which they do not provide a quality care to the patients.

For example, patient is waiting for a ward in the emergency ward to take rest.

Solution: Administration/ management should follow up the works to be done and see that patient's get there needs done on time and appoint the skilled staff.

Gap 4 – Client Gap:

This gap arises when the organization do not provide the facilities which are promised or shown by them, in their brochures.

For example, in a hospital they provide/ show false facilities or description related to the hospital and services they provide.

Solution: To avoid this hospital should not provide any wrong information and must fulfil the expectations of the patient to deliver the quality service.

Gap 5 – Future Gap:

This gap explains how the patient expects more service from the hospital than they usually provide.

For example, sometime in a hospital nurse takes extra time to know the details about the patient but due this other patient think that they are been cared less.

Solution: In this situation they patients must be given proper guidance so that they can understand the problems of patients and this way they can overcome patient's misunderstandings to provide proper service quality delivery.

Kanban concept

Toyota Production System developed the Kanban concept. This concept involves the scheduling and the management of parts of system in hospital with the due implementation of rules.

This concept explains the process of manufacturing in the hospital or any other organization. The limit of products must be maintained to avoid the wastage. So there should be appropriate management and regulation to improve the service quality to be provided.

Use of Kanban:

Kanban concept is very useful in the hospitals to maintain the proper usage of the products to provide what you need along with the sufficient amount of the material on the time ok use.

In a hospital plenty of products are ordered from suppliers like chemicals, disinfection chemicals, surgical instruments, medicines etc.

But according to the Kanban concept process the products must be ordered as per the requirement to avoid the wastage or over stock. So in accordance to this label process must be followed to ensure whether the products are properly used in a sufficient manner in a proper way.

For example, in a hospital products must be labelled with different colours on the bin of material which are used. By following this way of method make easier to the staff to understand the stock and order it by detecting the colours.

So to minimize the wastage follow the concept and categories like:

TO DO IN PROCESS DONE

By using this categorization the works can be done sooner and time can be saved.

Lean Process

It is a process which increases patient value by decreasing waste and time. It mainly concentrate on the requirements of the patient by involving the staff and simultaneous improvement in the quality of service. Lean process was developed by Toyota motors which mainly helps for improving the management by reducing waste and improve quality.

Advantages by applying Lean process in a health care organization:

- Must reduce unwanted cost and on the over stock by which wastage of money can happen, avoiding this wastage can save money for the organization.
- Staff should not waste time and by making patients to wait in the reception.
- Staff must stop doing unnecessary works as this may save time and they can learn new process etc.

- Quality of service can be increased by give quality service.
- Staff must dedicate their maximum time with patients so that they can know more about their medical condition and work on their treatment.
- Unwanted wastes like expiry of products and staff insurance must be minimized.
- Management must to gradual improvements in the various departments of the hospital. To make this change possible all the staff must work together.

Business Management Process:

This a type of management which mainly focus on managing and use of process in the permanence of organization.

There are 10 principles which help in managing the organization:

Continuity, Enablement, Holism, Institutionalization, Involvement, Joint Understanding, Purpose, Simplicity, Technology Appropriation Context Awareness.

1. Continuity:

A hospital or health care organization must use the latest technologies as this may maximise the efficiency of work by improving the quality of service. But before usage of this techniques management must give training to the staff so that they can reduce the errors and know well how to use the instruments.

2. Involvement:

This is the main principle to be followed in the hospital as this may bring lot of changes in the organization. According to this principle regular meeting must be conducted involving all the staff (medical and non-medical) and regular feedback should be taken from the residents and work on it to improve the quality of service.

3. Simplicity:

The speed of work by staff must be increased so that they can reduce the waiting time of the patients and improve the quality of service.

4. Purpose:

All the staff must be able to solve the problem of the patient and ensure that they get proper facilities on time and avoid the wastage of time.

5. Joint Understanding:

There shouldn't be any language barrier between the staff and patient and staff must now avoid the patient.