

# [A service dependably and accurately as promised’. reliability](https://assignbuster.com/a-service-dependably-and-accurately-as-promised-reliability/)

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A general concern for the well-being of all teammembers should be a top priority for any business. Being able to acknowledgethose stressors and address them?—? through better preparation, new technology, more support, and so on?—? is a good place to start. According to research, there is a negative relationship between the delivery of customer service andjob stress. Employees can manifest symptoms of their stress in a number ofways, including cynicism towards their job (and employer), exhaustion, anger, depression, and health problems, among other issues. The most important thingto remember is that no matter how a shift turns out (for good or bad), thecustomer is the most important part of the job.

If you’re not happy, if yourteam is not happy, and if there is nothing being done about it, chances aregood it’s going to reach your customer base. It’s important to take stock ofwhat can be done to maintain a positive stream of activity and then find waysto deliver greater levels of satisfaction to both your guests and team alike. With the sort of symbiotic relationship that exists within restaurants, all ittakes is one negative experience somewhere throughout the chain to throweverything out of balance. So make sure you’re prepared (Xu, 2016). The literal meaning of reliability is ‘ the qualityof being trustworthy or of performing consistently well’. In the hospitalityindustry, it means ‘ the ability to perform the service dependably andaccurately as promised’. Reliability is one of the most critical dimensions ofservice quality as it is directly related to overall service quality.

Intoday`s realm of customer service, reliability is an extremely importantquality to have for any company either service or manufacturing. Reliability isone of the most fundamental requirements for customer retention because when acompany fails to provide services as promised then it proves itself unreliableand eventually fails to retain their customers. In the hospitality industry, its great importance can’t be denied. In an era of extreme competition, if acompany proves itself unreliable by not fulfilling the promise of providingexpected services, customers will be easily persuaded to switch on to thecompetitor. Thus it is vital for a company to establish and proves itselfreliable in service delivery. It helps to retain the customer when they are temptedby offers from the competitors and also helps them to justify why they shouldchoose this company as compared to the others. Customers’ reliability can beincreased by increasing customers’ satisfaction.

This can be achieved byadopting some simple strategies like:•    Building customers’loyalty to increase their satisfaction.•    Treatingcustomers like bosses.•    Notignoring customers’ feedbacks.•    Keepingpromises and maintaining integrity.•    Going outthe way to help customers etc. These simple strategies will help a company toattain the customer’s satisfaction and eventually their trust in the companyleading to customer retention and increased goodwill and revenues as well. The more reliable a company will be, more themarket share it will capture