

A service dependably  
and accurately as  
promised'. reliability

[Business](#), [Industries](#)



A general concern for the well-being of all teammembers should be a top priority for any business. Being able to acknowledge those 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 and job stress. Employees can manifest symptoms of their stress in a number of ways, including cynicism towards their job (and employer), exhaustion, anger, depression, and health problems, among other issues. The most important thing to remember is that no matter how a shift turns out (for good or bad), the customer is the most important part of the job.

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

In today's realm of customer service, reliability is an extremely important quality to have for any company either service or manufacturing.

Reliability is one of the most fundamental requirements for customer retention because when a company fails to provide services as promised then it proves itself unreliable and eventually fails to retain their customers. In the hospitality industry, its great importance can't be denied. In an era of extreme competition, if a company proves itself unreliable by not fulfilling the promise of providing expected services, customers will be easily persuaded to switch on to the competitor. Thus it is vital for a company to establish and prove itself reliable in service delivery. It helps to retain the customer when they are tempted by offers from the competitors and also helps them to justify why they should choose this company as compared to the others. Customers' reliability can be increased by increasing customers' satisfaction.

This can be achieved by adopting some simple strategies like:

- Building customers' loyalty to increase their satisfaction.
- Treating customers like bosses.
- Not ignoring customers' feedbacks.
- Keeping promises and maintaining integrity.
- Going out the way to help customers etc.

These simple strategies will help a company to attain the customer's satisfaction and eventually their trust in the company leading to customer retention and increased goodwill and revenues as well. The more reliable a company will be, more the market share it will capture