

Section-2

Q.1) Describe the meaning of service operation. Discuss the factors affecting service operations.

Service operation-

Service

Operation encompasses the day-to-day activities,

processes, & infrastructure responsible for delivering value of the business through technology.

In service strategy, service design, service transaction and continual service improvement, we create value. But no service is consumed and no b/s activity is experienced.

factors affecting service operation are:-

- (i) management emphasis on sales focus on sales rather than the service.
- (ii) performance monitoring and feedback - quality assurance processes, targets and feedback.
- (iii) Efficiency demands - time pressure associated with workload and KPI's, service quality delivery/productivity demands conflict, insufficient breaks.

4. Call center structure and support processes - communication, technical product support, resources.
5. Importance of employee - job fit - customer service orientation, ability to cope with stress, positive flexible attitude.
6. Human resource management practices - recognition, rewards, incentives, rosters, shift times, training.