Service operation encompasses the day-to-day activities, processes, and infrastructure responsible for delivering value to the business through technology.

The goal of **service operation** is to maintain day-to-day **services** to the point that there are no issues.

Factors Affecting service Operation

1. Management's emphasis on sales – focus on sales rather than service

2. Performance monitoring and feedback – quality assurance processes, targets and feedback

3. Efficiency demands – time pressures associated with workload and KPIs, service quality delivery/productivity demands

4. Call center structure and support processes – communication, technical/product support, resources