

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.

Service operation coordinates and carries out the activities and processes required to deliver and manage service at agreed levels to business users and customers.

Service operation also includes the functions of service desk, technical management, IT operations management and application management.

Factor affecting Service operation.

Key factors leading to Service Gap: customer perceptions, customer interpretation of product execution of communications, value added services, SERVICE ware housing facility.

Key Factors Leading to Service Gap



Customer perceptions of product execution

Customer Interpretation of Communications

- Value added service
- Ware housing facility
- Reverse logistics

GIATIS SOLUTION:

Customer experience Relative to expectation