

Measuring service quality

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Vladimir Litash, Dmitriy Evstigneev

Theory

Service quality measurement reduces to measuring customer satisfaction

Product of the effort that every member of the organization invests in satisfying customers

Methods of measurement

- Satisfaction questionnaires
- Feedback
- Focus groups
- Mystery shopper

Satisfaction questionnaires

Hotels and restaurants

Usual questionnaires

Low completion rate



Probably not representative of customer
base



Design is frequently poor

Well-designed questionnaires

Reliable data



Identifies also causes of
satisfaction/dissatisfaction



Expensive

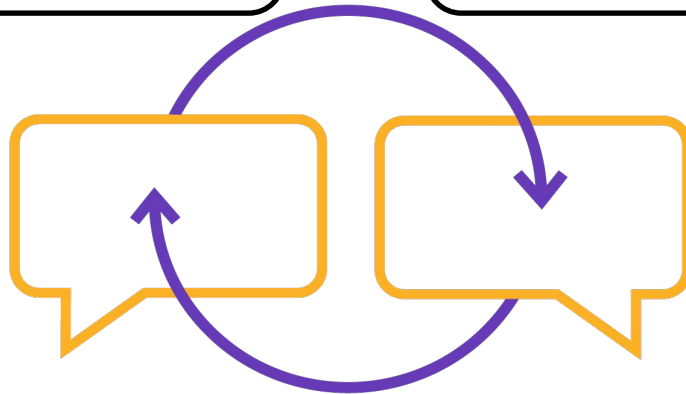
Feedback

All organizations

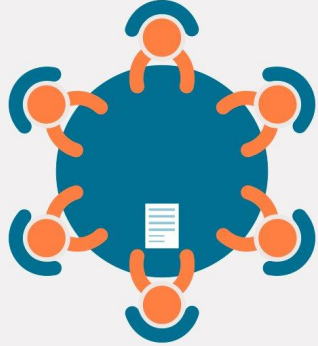
	not representative of the general run of customers	
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Only the really delighted customer is likely to comment

disappointed customer is likely to tell 10 other people, than to give feedback



Focus groups



Group of
customers

The aim of meetings is to discuss issues

- identified problems
- new developments

Mystery shopper



Recruited customer

The goal is to use service and complete
reports

- May be commissioned to look at some particular issue
- should not be confused with the typical customer

Control of quality

Ultimately reduces to establishing an appropriate balance of the costs of conformance and of failure

Perfection is economically
unattainable

Quality control implies pre-determined
targets

2 main targets:
- zero defects
- maximize customer satisfaction

depends upon mean defect rate of 1%



This tends to lead to a very reactive attitude

Quality improvement

Must begin with diagnosis

In the longer term ensure faults do not arise

continuously improve the effectiveness and efficiency, but the short term requires information



Taco Bell



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Taco bell survey:

- You must be at least 18 years old
- 50 entry periods for the survey

Before entering the TelltheBell survey:

- A valid receipt from Taco Bell
- The 16 digit survey code on the receipt
- Store Number, Date and Time in case you don't have the survey code

Taco Bell

Survey



TELL US ABOUT **YOUR VISIT!**



ENTER FOR A CHANCE
TO WIN **\$500**
CASH!

Welcome to the Taco Bell Customer Satisfaction Survey. We value your candid feedback and appreciate you taking the time to complete our survey.

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Please enter the 16-digit survey code located on your receipt.

- - -

If you do not have a 16-digit survey code printed on your receipt, [Click here](#).

Start



Feedback

Leave a Comment

Name *

Email *

References

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