



Behavioral Dimensions Of Service Excellence

A Customer is the most important visitor on our premises.

He is not dependent on us.

We are dependent on him.

He is not an interruption on our work.

He is the purpose of it.

He is not an outsider on our business.

He is a part of it.

We are not doing him a favour by serving him.

He is doing us a favour by giving us an opportunity to do so.

- Gandhi

SERVICE

- Expected service
- Perceived service

Why is service quality important?

- Service quality measures how well an organization delivers services in relation to customer expectations.

SERVICE QUALITY DIMENSIONS

1. Tangibles

- Appearance of physical facilities, equipment, personnel, and communication materials.

SERVICE QUALITY DIMENSIONS

2. Reliability

- Ability to perform the promised service accurately and dependably

SERVICE QUALITY DIMENSIONS

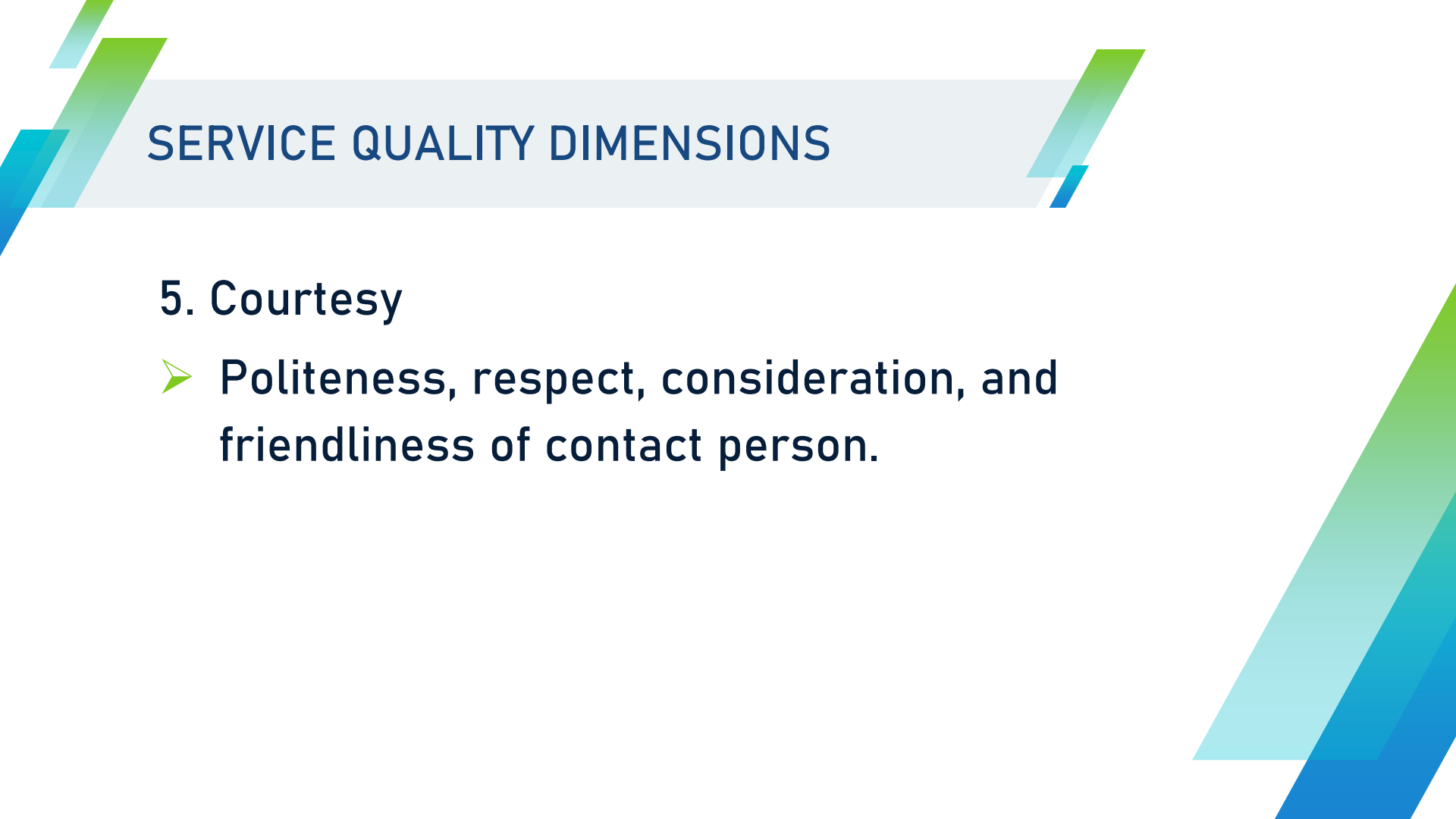
3. Responsiveness

- Willingness to help customers and provide prompt service.

SERVICE QUALITY DIMENSIONS

4. Competence

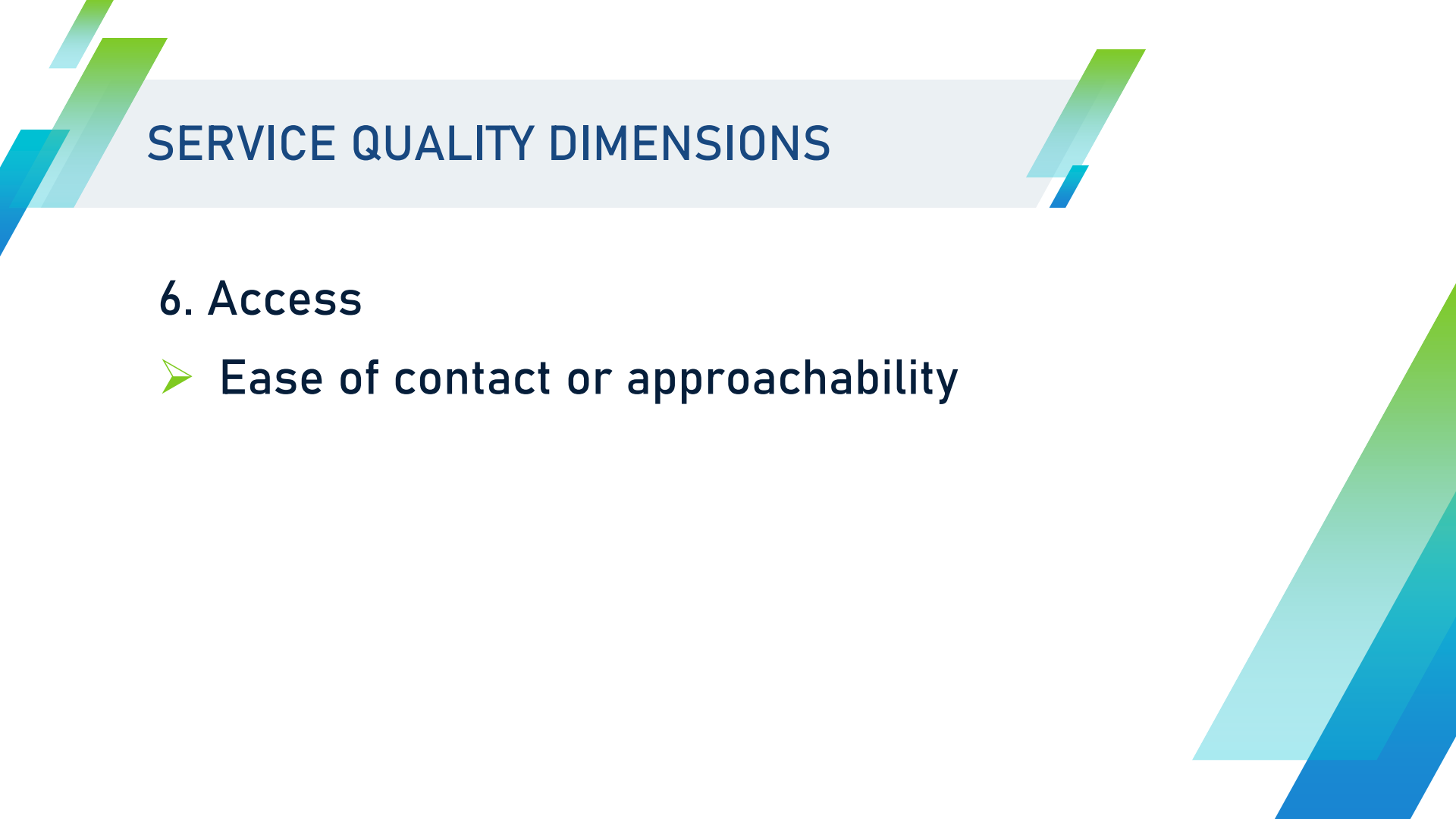
- Possession of the required skills and knowledge to perform the service



SERVICE QUALITY DIMENSIONS

5. Courtesy

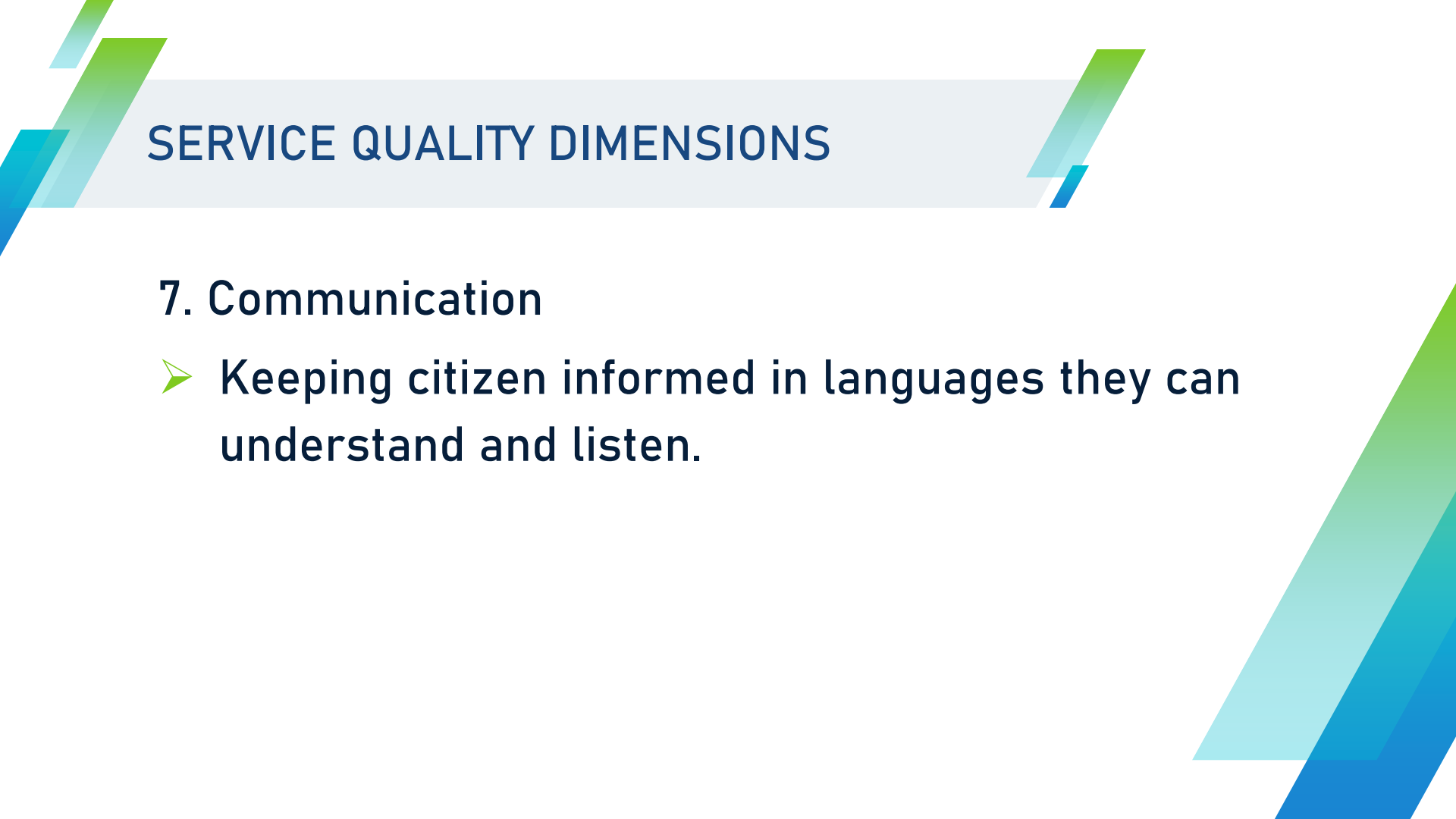
- Politeness, respect, consideration, and friendliness of contact person.



SERVICE QUALITY DIMENSIONS

6. Access

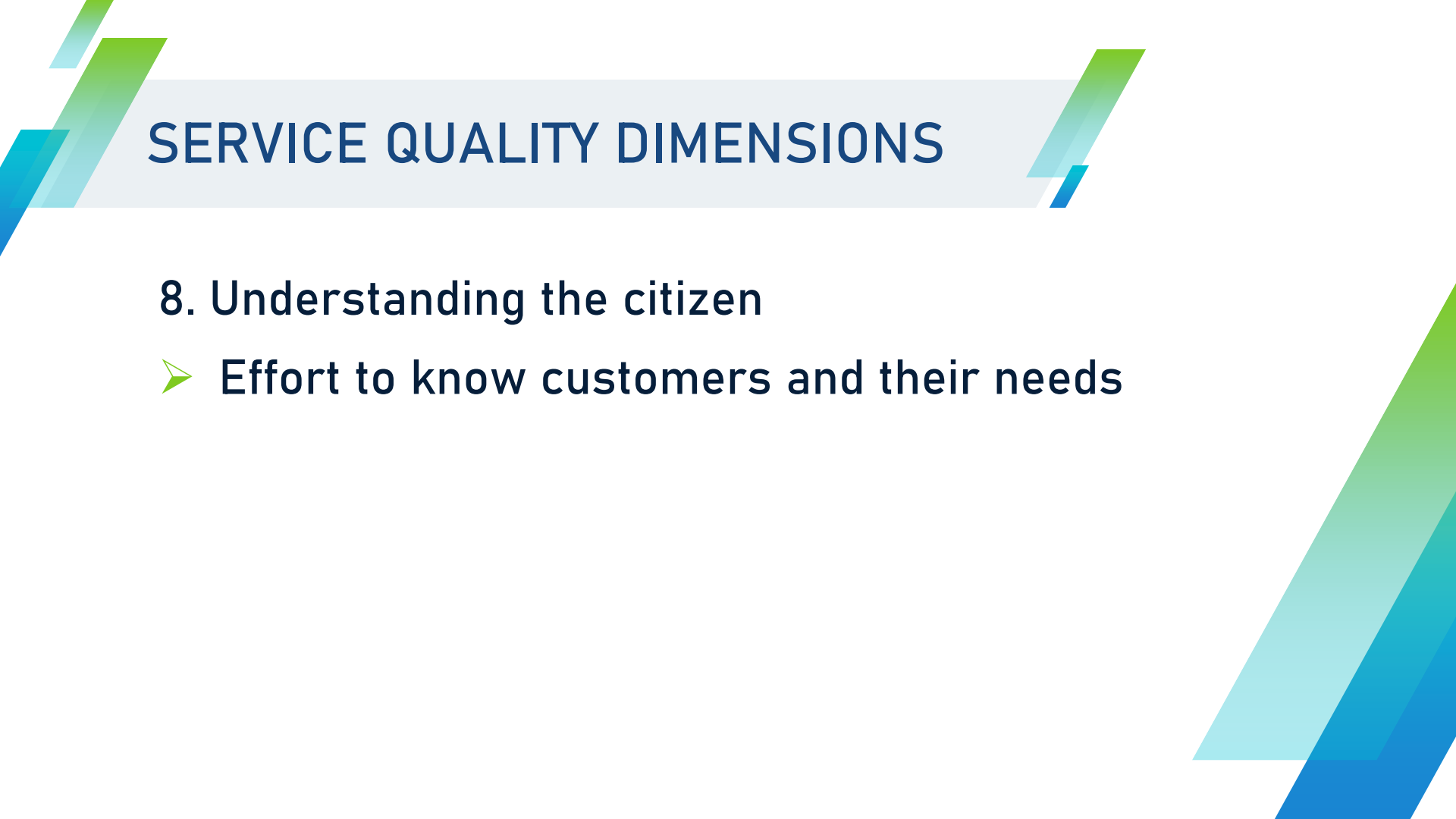
- Ease of contact or approachability



SERVICE QUALITY DIMENSIONS

7. Communication

- Keeping citizen informed in languages they can understand and listen.

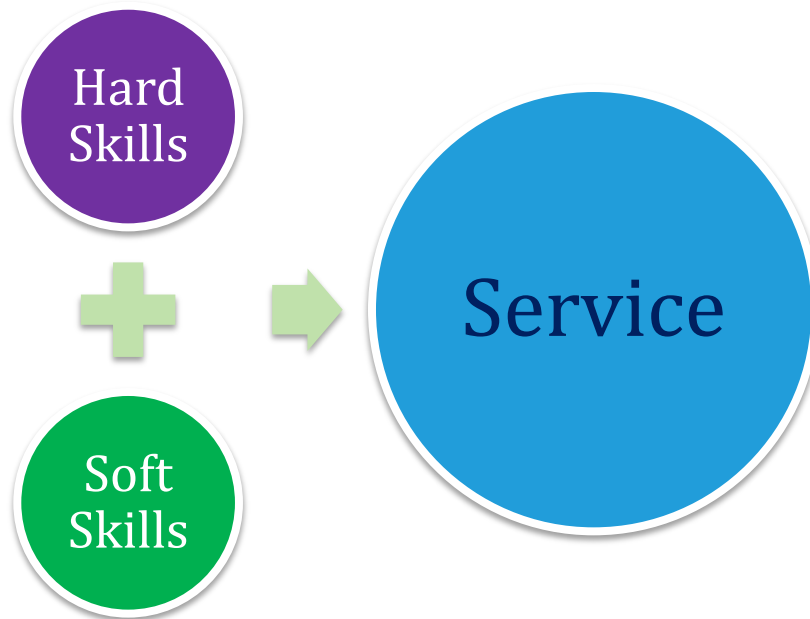


SERVICE QUALITY DIMENSIONS

8. Understanding the citizen

- Effort to know customers and their needs

SERVICE DELIVERY

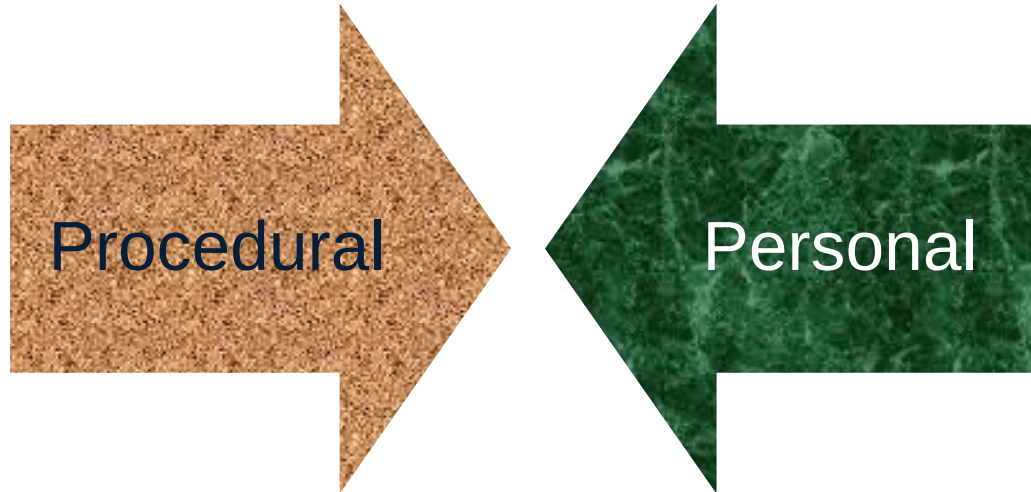




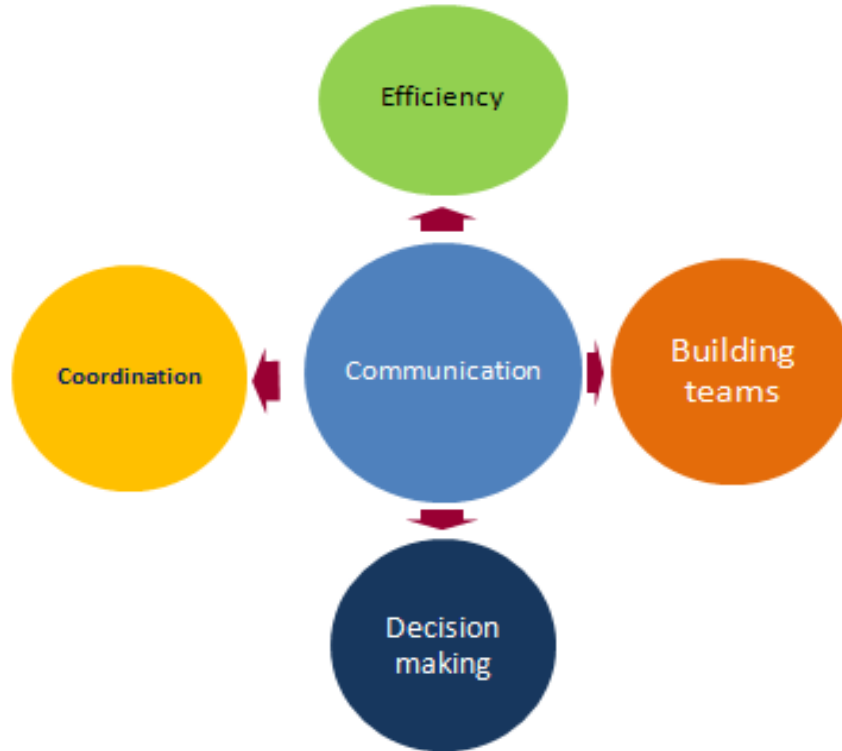
Role of Effective Communication in Service Delivery



Dimensions of Service



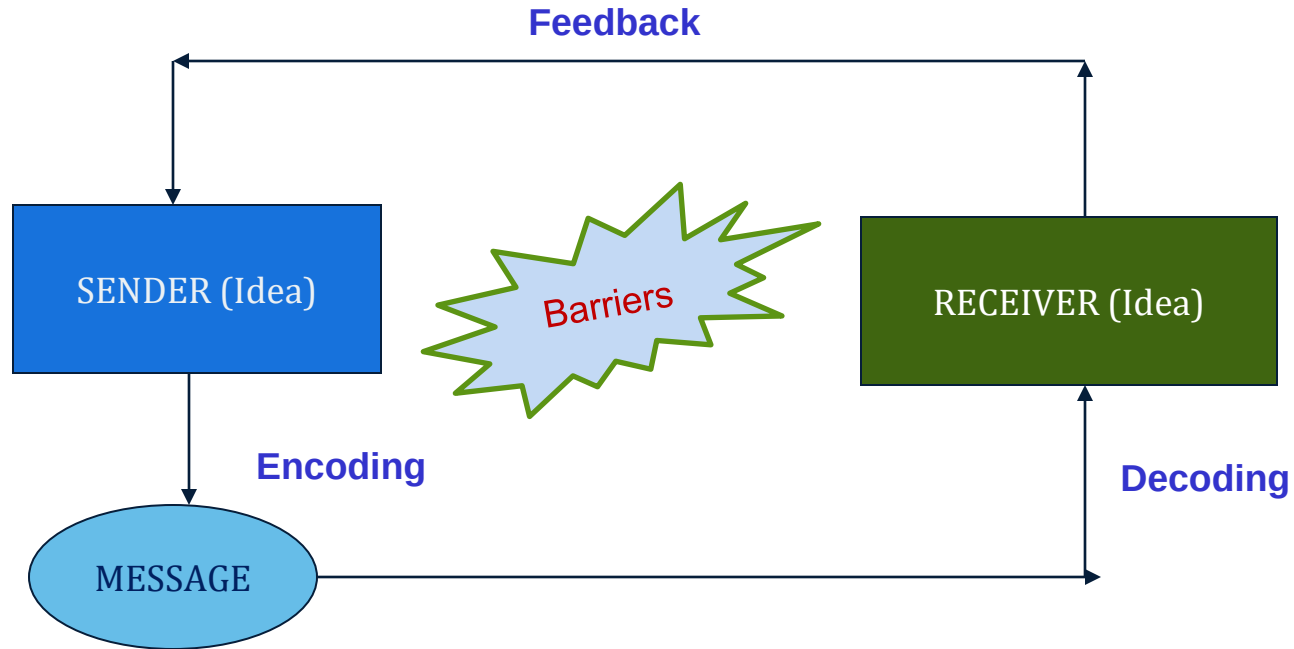
Importance of Communication



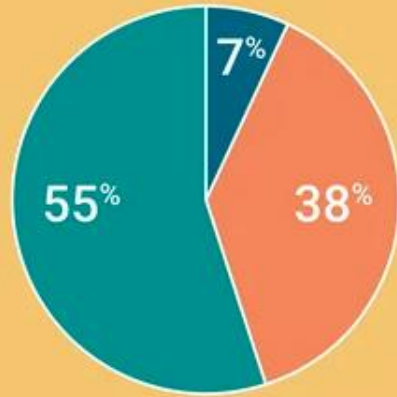


Challenges ???

COMMUNICATION PROCESS



Dr. Albert Mehrabian's 7-38-55 Rule of Communication



- **Verbal Communication:**
The words you say
- **Non-verbal communication:**
How you say it; voice and tone
- **Body language:**
The visual cues you give





Communication

Effective
&
Efficient





Communication For Service Delivery





Film

Learning points ???





First Impressions Matter

- People see first and only then hear
 - Be relaxed
- 



Be Positive

- Be confident , believe in yourself
 - Appreciate good things in yourself and others
- 



Be Courteous

- ❖ **Please**
 - ❖ **'Thank you'**
 - ❖ **'Yes' in place of 'Yeah'**
 - ❖ **Sir or madam**
 - ❖ **Name**
 - ❖ **Smile**
 - ❖ **Tone**
- 

Six ways to improve listening skills



Stay focused



Ask questions



Don't interrupt



Don't assume



Repeat key facts



Write down
important points



Communicate effectively and efficiently

- Set rapport
 - Use positive words – Sure, I will etc
 - Remember we can communicate without uttering one single word – smile, eye contact, posture, energy
 - Be dignified – talk professionally
 - Asking right questions (open or closed) and giving right answers (preferably not one word answers)
 - Active listening (do not judge, cue from NVC)
 - Try to use positive words and tell about what you can and not what you can't
- 



Treating different kinds of people

- Pushy, obnoxious – be calm, speak softly, modulation
 - Timid – patient, sensitive, encourage them to talk
 - Over friendly – be professional, dignified
 - Physically Challenged – give respect and not sympathy
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Ways To Improve Your Performance At Work

1. Be Eager To Learn



2. Build Relationships



3. Have A Positive Attitude



OFFICE ETTIQUETTE

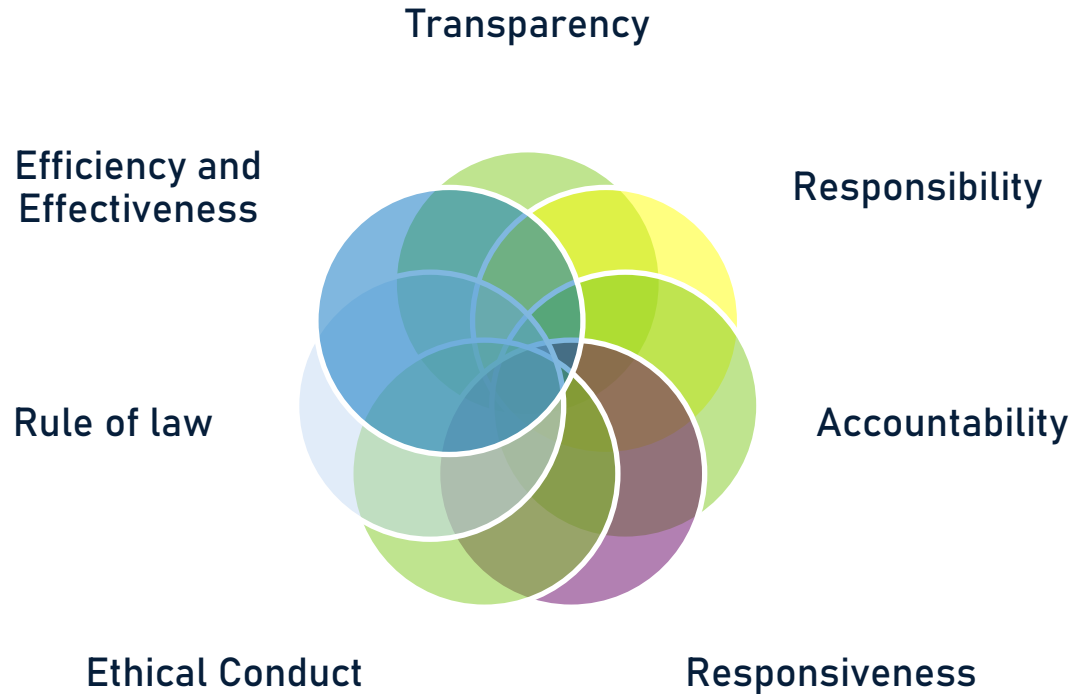
- Offer a polite greeting.
- Make conversation.
- Be mindful of others.
- Silence your phone.
- Give your undivided attention.
- Keep the workplace clean.
- Arrive on time.
- Dress appropriately.
- Consider your body language.



Strategies

- ❖ Work life balance
 - ❖ Time management
 - ❖ Stress management
 - ❖ Initiative
 - ❖ Confidence
 - ❖ Optimism
 - ❖ Etiquettes
- 

COMPONENTS OF GOOD GOVERNANCE





*Customers want more than the product or service
offered – they also want to be treated well*



Thankyou

