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Serving Them Right Laura A. Liswood, 1990 *Qualität und Produktivität im Dienstleistungsmanagement* Axel P. Lehmann, 2013-10-05 Der Autor analysiert die integrative Gestaltung langfristiger Dienstleistungsinteraktionen im Kontext der Versicherungs und Finanzdienstleistungswirtschaft und leitet daraus Entwicklungskorridore zur Modernisierung der Dienstleistung und des Dienstleistungsmanagements ab Im Zentrum der Untersuchung stehen die Schlüsselfaktoren Innovation Qualität und Produktivität Der Autor zeigt prioritäre Handlungsfelder auf und konkretisiert die Konsequenzen für den Versicherungs und Finanzdienstleistungswettbewerb Verzeichnis Der Autor analysiert die integrative Gestaltung langfristiger Dienstleistungsinteraktionen im Kontext der Versicherungs und

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Rückgewinnung verlorener Kunden Frank G. Sieben, 2013-07-29 Auf der Basis eines umfassenden mehrstufigen Forschungsansatzes identifiziert Frank G Sieben relevante Einflussfaktoren des Rückgewinnungserfolgs und quantifiziert in einer Kosten Nutzen Analyse mit Hilfe eines mathematischen Analysemodells die Erfolgsauswirkungen eines Rückgewinnungsmanagements

Improving Service Quality Michael Milakovich, 1995-03-01 Organizations are struggling to improve customer focused quality in today's highly competitive domestic and global markets. Better design implementation and daily management of quality improvement strategies is essential for survival. Quality improvement principles when thoughtfully applied and appropriately modified to meet all types of customer demands are a sound means to respond to changing markets. However when various quality and productivity theories and methods are applied without changing the organizational culture it is very difficult to consistently deliver quality results. This important new book focuses on quality improvement methods for high performance in public and private services not covered in other books. Applications focus on construction, education, government, insurance, public utilities, health care and nonprofit services. Rather than detailing the technical processes to achieve inspection, planning, quality auditing, statistics or risk assessment, this book presents step by step guidelines, recommendations and action plans for changing service organizations to implement quality improvements. Sound theory and careful strategic planning are presented to assist readers in developing an understanding of how to select the essential elements of systems that best fit their customers' needs.

The Quality Management Sourcebook Christine Avery, Diane Zabel, 2002-09-11 The concept of Quality Management began in the manufacturing sector but a growing concern with quality in other areas of the economy has led to its wider application in service industries, government, education and other not-for-profit agencies. A great quantity of material related to quality management has been produced in recent years, much of it by small presses, professional and trade associations and consultants. The Quality Management Sourcebook is the first in-depth international guide to the most useful material and sources of information. The book begins with the origins of quality management, explains how it evolved, examines its current situation and explores the future. The book is divided into five main sections: Introduction, General sources for information, Applications of total quality management, Focus on specific aspects of quality management, Quality in the future. Resource materials. The Quality Management Sourcebook is an essential reference for everybody involved in either the theory or practice of quality management in manufacturing, retail, banking and insurance, the utilities industry, the transportation industry, health, education and other public services. Over 900 citations cover books, journal articles, technical reports, video, training materials and software. Each is followed by a descriptive annotation. Resource materials include strategies for locating additional information, training materials, organizations and consultants. The book concludes with a glossary of quality management terms, a name index, a title index and a detailed subject index.

Assessing Service Quality Peter

Hernon, Ellen Altman, Robert E. Dugan, 2015-05-12 Academic and public libraries are continuing to transform as the information landscape changes expanding their missions into new service roles that call for improved organizational performance and accountability Since *Assessing Service Quality* premiered in 1998 receiving the prestigious Highsmith Library Literature Award scores of library managers and administrators have trusted its guidance for applying a customer centered approach to service quality and performance evaluation This extensively revised and updated edition explores even further the ways technology influences both the experiences of library customers and the ways libraries themselves can assess those experiences With a clear focus on real world application the authors Challenge conventional thinking about the utility of input output and performance metrics by suggesting new ways to think about the evaluation and assessment of library services Explain service quality and customer satisfaction and demonstrate how they are separate but intertwined Identify procedures for qualitatively and quantitatively measuring both service quality and satisfaction Encourage libraries to take action by presenting concrete steps they can take to become more customer centric Offer a range of customer related metrics that provide insights useful for library planning and decision making such as surveys and focus groups This book shows how to nurture an environment of continuous improvement through effective service quality assessment

Quality Management: Implementing the Best Ideas of the Masters Bruce Brocka, M. Suzanne Brocka, 1992-06 This short course in quality assembles over 30 proven TQM strategies 75 ideas to jumpstart and maintain a TQM campaign new TQM tools that add value to products and services plus a dozen managerial techniques to enhance productivity You ll discover all the information you need to avoid roadblocks when beginning a TQM program as well as information you can use to expand your current TQM efforts for maximum profitability

Quality Progress, 1991

Mobius, 1991 Putting Service Into Library Staff Training Joanne M. Bessler, 1994 This guide should help library managers at all levels help their staff in caring for library patrons The work offers suggestions on attracting hiring training supervising and evaluating staff who combine proficiency in their specific jobs with sensitivity to patron needs

The McGraw-Hill Encyclopedia of Quality Terms & Concepts James W. Cortada, John A. Woods, 1995 This long needed reference explains more than 600 terms phrases and concepts unique to the world of quality management a world plagued more than most with three letter acronyms and hard to pin down buzzwords Each entry also includes full bibliographic data as well as extensive cross references to ensure that readers can find all the information they want on each topic More than 100 pictorial illustrations round out the text

Total Quality Service Sheila Kessler, 1995 This easy step by step approach to implementing a quality program in the service industry walks the reader through beginning a quality effort and defines each process or tool Supported by examples and success stories from Baldrige Award winners and hopefuls the book highlights critical concepts

Aftermarketing Terry G. Vavra, 1992 The president of a marketing consulting and research firm warns marketers to shift their focus from customer conquest to customer retention He shows how to track customers serve them

better measure customer satisfaction handle complaints and convert short term repeat purchasing into long term customer loyalty *New Zealand Journal of Business* ,1995 The Publishers Weekly ,1990 The Performance Edge Robert K. Cooper,1991 Drawing from the latest worldwide research in neuroscience performance and work physiology Dr Robert K Cooper shows how readers can increase their mental and physical stamina strengthen their communication skills release stress quickly balance their family and career priorities improve workplace design and maximize innovation work quality and productivity Marketing Information Hiram C. Barksdale,Jac L. Goldstucker,1995 **The Source** ,1991 **Subject Guide to Children's Books in Print 1997** Bowker Editorial Staff,R R Bowker Publishing,1996-09

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