

# Five Dimensions of Service Quality



## RELIABILITY

**Perform promised service dependably and accurately.**

- Unique Value Proposition defined and communicated to customers
- Client specifications are confirmed and adhered to
- Client communications (statements, reports, messaging) are on time and accurate
- Consistent level of service and delivery
- Guaranteed brand promise
- Customer Relationship Management process in place, available
- The organization has a reputation for a high level of customer satisfaction.

## ASSURANCE

**Ability to convey trust and confidence.**

- Staff is familiar with procedures and technology and answers question with accuracy and confidence
- Customers can access chain of command without interference
- Customer requirements are met in an atmosphere of calmness, capability and enthusiasm
- The business environment is fun and people-centred
- Staff is well trained to respond to exceptional requests, and can think out of the box to provide answers and solutions.

## RESPONSIVENESS

**Willingness to help customers promptly.**

- Customer satisfaction is prioritized, monitored, measured and managed
- Customers can reach a representative by phone or online anytime to get answers to questions
- Service quality complaints or product failures are responded to and resolved quickly, top management is involved in more difficult complaints
- Top management is informed when customer service is affected by back ups or delays
- Employees are encouraged and rewarded for "going the extra mile" to grant exemplary customer service.

## TANGIBLES

**Appearance of physical facilities, equipment, personnel and marketing materials.**

- Facilities are comfortable, clean, attractive
- Marketing and communications materials are accurate and up to date
- Staff are trained, motivated and rewarded for meeting customer expectations
- Technology is up to date and employees use it competently
- Premises are safe and easy to enter with convenient parking
- Customer information is secure.

## EMPATHY

**Ability to be approachable.**

- Staff are trained to listen to customers empathetically and professionally
- Staff can deal calmly with angry customers
- Staff can analyze and solve customer problems
- In close call situations, the customer is given the benefit of the doubt
- Staff can explain processes and solutions in the customers' language
- When commitments cannot be met, customers are contacted promptly and given explanation
- Customers' issues are resolved fairly and quickly by staff advocating at higher levels.