

CRITICAL SUCCESS FACTORS TO IMPROVE THE PERFORMANCE OF SERVICE OPERATIONS

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ABSTRACT

It is a big controversy that holds up an organizational operations and development to focus on critical success factors. Critical success factors are as important and straightforward as they appear to be. They are the elements that make up a business or project and are crucial to its success and aid in concentration and make sure that teams and departments are collaborated on organizational projects. In order to find the specific improving factors for an organization, this research is focused to investigate, what are that critical factors to improve operations performance to bring wide knowledge for businesses and learners.

Keywords: *Critical Success Factors, Service operations Performance.*

1. INTRODUCTION

Despite the dangers of globalization, businesses strive to gain competitive advantages. Due to the high standards for proficiency, the majority of businesses aim for increased profitability. It is expected of employees to perform fairly and to develop their skills [1], [2]. As a result, the effectiveness of organizations is evaluated based on how their organizational planning is developed [3]. Implementing human resource management methods and fostering individual development to become assets of an organization are essential due to the fact that human resources are one of the most significant assets of a business [4]. Thus, implementing solid success factors can enhance the organizational performance and growth in the market. [5]–[7] asserts success approaches result in beneficial consequences including highly competent, highly adaptable, and highly devoted staff employees who can enhance organizational performance. With a subject to this concern a theory based research is formed that will help to figure out specific critical success factors to improve service operations performance.

2. THEORETICAL MFRAMEWORK

2.1. Critical Success Factors

Some factors affect service operations' performance; these critical success factors are also known as Key Results Areas used in a business or a project to get a successful outcome [8]–[10]. Besides, the critical success factors are also vital to good communication between the organization to ensure that they have entirely focused on its aim and objectives.

To know more about the Critical Success Factors, there are five key elements are:

- The first one is the Strategic Focus, which is containing Leadership, Management, and Planning [11], [12].
- The other belongs to People and has different areas of Personnel, Staff, Learning, and Development factors [13].
- To get sustainable growth, the operations factor is playing a vital role in business success. Those are including processes and work [14].
- The most important and common factor in critical success is Marketing, giving full control of customer relations, Sales, and responsiveness [15].
- Last but not least is the organization's finances having different components of Assets, Facilities, and Equipment?

To know more about the Critical Success Factors, four significant types of CSFs are coming in an organization as per the below categories:

2.1.1. Industry Factors: The first one belongs to the industry and has the same characteristics and will remain in the sector's competitive advantages [16], [17].

2.1.2. Environmental Factors: The factors that are affecting by macro-environmental influences are known as environmental factors. Those factors are business climate, PESTEL analysis, competitors, technological development, and the economic factor.

2.1.3. Strategic Factors: The other factors that are helping in business success are specific competitive advantages. Those factors can be high in volume or low in volume depend upon the organization's position and market reputation [18], [19].

2.1.4. Temporal Factors: explained temporal factors are short and are depending upon the organization's internal changes, like temporary barriers, challenges, and directions.

There are six significant steps are involved that are helping to identify and developing the Critical Success Factors for the organization [20], [21].

2.2. The six CSFs are discussing below

To make an effective organization's mission and its strategic goals.

To make strategical success goals, it is better to ask how to succeed in the business and project activity [22]–[24].

Evaluate the list of candidates that need to apply carefully to achieve Critical Success Factors [25].

To know how these critical success factors are working and monitoring the goals and objectives.

Critical Success Factors need to make reliable delivery for the success of a business [26], [27].

There should properly maintain the KPIs to know the performance of a business.

3. LITERATURE REVIEW

[28] explained that some factors affect service operations' performance; these critical success factors are also known as Key Results Areas used in a business or a project to get a successful outcome. Besides, the critical success factors are also vital to good communication between the organization to ensure that they have entirely focused on its aim and objectives. Below are the key

factors that are the critical success factors that are helping to improve the performance of service operations:

3.1. Up-to-Date Products

[29], [30] explained that to be successful and improve the service operations, it is better to keep the products and their offers up to date to ensure that they are giving all the details per the customers' requirements and according to their expectations [31]–[34]. It is very challenging for the organization to meet requirements, expectations, and competition level with a high level of advanced and innovative technology use, which helps generate more lead and improve operational activities [35], [36]. Suppose a company is seeing the decline of the product cycles and the industry segments [37]. Due to a lack of focus on the product segmentation and details that should upgrade time to time and meet customer expectations [38], [39]. To make it a successful business, it is vital to update all the product details and customer expectations [35], [40].

[41] explained it is essential to analyze the market to know about the product trend and minimize the risk of launching new products but would be very careful to satisfy the customer needs and wants; otherwise, it will affect the business's performance and operational activities [42]–[45]. There are some ways to do market research like market analyses, customer surveys, focus groups, and competitive business intelligence.

3.2. Value-Added Services

[46] examined the most effective way to increase the business's performance level is through the involvement of value-added services. Sometimes, it is tough to sell existing products or services that ultimately impact performance and operations [47]. The best way to improve them by added value to the existing products or services [48]–[50]. It could be like adding some new features in the products or improving the high-tech services by giving technical support, customization, and different applications training.

[51], [52] stated that once the perfect value-added services implementing in the services or products with the customers' specific needs and demands, it will increase the business's revenues and profits with those services and products [53], [54]. The best implementation of the value-added services enhancing the performance level and giving proper direction towards success [55], [56]. It is also essential to have in-depth knowledge about the organizational structure, technical applications,

and products' usage [57], [58]. If all the things are appropriately applied, it will be beneficial for the organization to succeed and improve business operations.

3.3. Business Processes

[59] explained to successfully convey the items, administrations, and arrangements that our clients need, we likewise need to guarantee that the business measures we use are fitting, exceptional and take care of business [60], [61]. If they are not, we have to transform them into our clients' desires without making an excessively exorbitant arrangement that disposes our net revenues [62]–[65]. In evaluating business measures, it is necessary to comprehend that selling items is essentially not quite the same as selling administrations and arrangements along these lines requiring various methodologies, cycles, and abilities [66], [67]. As administration and backing contributions keep on being improved to furnish clients with more complete arrangements, the cycles required additionally proceed to change and require extraordinary and more complex aptitudes and apparatuses themselves [68], [69]. Administrations experts need to incorporate the blend because of the ideal arrangements' multifaceted nature [70]–[72].

3.4. Responsibility

As arrangements and cycles become included, it also becomes more probable that various individuals get included at various stages end route [73]. Although innovation can help deal with this somewhat, there is as yet a considerable danger that something may turn out badly or may fall "between the breaks [74]." To stay away from these potential outcomes requires an alternate methodology and - all the more significantly - an alternate mentality [75]–[77]. The presence of any "not my work" disposition among existing staff would destroy in this sort of climate. To get an opportunity for progress requires cooperation, responsibility, and finish. The association should ensure that it plans the business cycles to consider direct responsibility and arrange the robotization frameworks [78]–[82]. A few organizations have effectively actualized collaborations and responsibility, profound inside the association utilizing record groups devoted to "dealing with the client" versus just "dealing with the issue." Our experience to execute this takes much time and requires explicit preparation in various abilities, group construction, and impacting individuals' mentalities [83].

3.5. *Client Focused Front-Line Organization*

Since the client should consistently be the organization's principal center, we have to ensure that the association is suitable for this core interest [84], [85]. How they communicate with clients will eventually decide the clients' view of the association overall [86]. The abilities must cover the specialized parts of client assistance and the correspondences and relational aptitudes that let clients realize that they are being thought about appropriately [87], [88].

3.6. *Adaptable and Responsive Back-End Organization*

This association needs to help its cutting-edge faculty by advancing the instruments and techniques that empower the correct execution of the necessary assignments [58], [89]. It incorporates the conventional documentation of the innovation used, the guidelines and direction for applying it, the advancement of selling and upkeep instruments, and, to wrap things up, a particular arrangement of acceleration methods [90], [91].

The back-end association is liable for setting the stage and making a foundation that permits the forefront association to play out its assignments without issue or obstruction [92], [93]. Capacities in this section of the association may incorporate deals backing and organization, specialized and item backing, preparing, and coordinating capacities. Although these capacities are regularly more inner and item engaged, they are significant components influencing client recognitions [94]–[97]. In numerous associations, we have seen an absence of a desire to move quickly and responsiveness in the back-end association that eventually influences the bleeding edge association's capacity to give clients the degrees of execution they require.

3.7. *Innovation Trends*

Innovation is one of the critical components of change. It can give us the majority of the instruments we have to improve our business execution and lower the association's operational expenses [98], [99]. As a whole, we know the mobilizing call to "accomplish more with less," and much of the time, innovation, whenever applied accurately, is the chief apparatus that will permit us to do as such. In any case, the genuine test is to figure out what is sensibly accessible and how we can use it as an advantage [90], [100]–[102]. We have all observed the publicity in different articles and notices that advances "new" innovation items. However, we need to understand that a portion of these "new" advances, regardless of the guarantee, are not yet adult - or accessible [103].

For instance, promotions like "would you be able to hear me presently" unmistakably show that we have remote inclusion issues [104], [105]. As needs are, if correspondence and data stream exclusively on remote innovation, it very well may be in for certain astonishments. This situation does not imply that we ought not to examine this innovation further and continue pursuing this heading. The potential is there [106], [107].

3.8. Apply the Right Technology

The accessibility and expansion of innovation arrangements can be too confounding and, at times, in any event, misleading. The well-known proverb that "you never ought to apply innovation for innovation purpose" is as yet real. Consequently, it will, in any case, need to painstakingly examine elective innovations, just as their applications to exact circumstances [108], [109]. The ideal approach to do this is to plan business cycles and structure around the most reasonable innovation arrangements and spotlight those that will help accomplish business destinations [110], [111]. If the organization does not do this, the arrangements can turn out to be over the top expensive, notwithstanding descending value patterns, bringing about insignificant speculation returns [112], [113]. We prescribe evaluating the technical necessities to help business measures from both an operational and utilitarian point of view yet determined essentially for the business goals. Innovation should be how it might achieve business objectives, yet not the essential goal [114], [115]. It must understand that not all innovation will give the advantages the organization is hoping to pick up - it is only a device to help meet generally speaking business targets.

3.9. Oversee Continuous Change

This last factor may be the main one: overseeing and controlling the constant change measure. We have seen numerous organizations create and send exceptionally productive change activities, yet considerably more have transformed into fiascos or are relinquished part of the way through the execution [116]. From our experience, senior administration should consistently have an away form of things from the organization [117]–[119]. It requires future speculation, upheld by statistical surveying and client overviews, to convert into a good vision and system. When the vision and system implement, an evaluation can decide a benchmark for change, and an arrangement can create to get it going [120], [121]. The holes and openings distinguished for executing change should recognize for the entirety of the association's items and administrations

and the business cycles, association, and apparatuses (i.e., innovation) that will enable it to roll out the vital improvements. Because of this evaluation, an item and administration improvement plan can plan and execute. The current business cycles can be adjusted to meet the new necessities [5], [122].

3.10. Steps to make the Key Progress Factors

The organization should know that it is fundamental to arrange the group working with the CSFs; it is essential to have representatives present their thoughts or input. Always remember to have numerous systems to look at the critical components of drawn-out objectives [123]–[125]. Before executing a broad essential arrangement considering fundamental achievement factors, figure out which components are vital in accomplishing a drawn-out authoritative arrangement.

- *Abilities*

The leadership should be prepared and arranged to place the organization in the line of accomplishment. A portion of the abilities that can be scholarly are monetary administration, promoting deals, and client care, correspondence, and exchange venture the executives and arranging, authority, critical thinking, and, ultimately—however, one of the primary aptitudes, organizing [12], [126], [127].

- *Correspondence*

The organization needs to assemble all the staff, offering thoughts about what could be smarter to accomplish their objective. The organization needs to focus on two parts of the correspondence cycle: The Initial Launch Communications, which will set the arrangement to accomplish, and the Ongoing Communications, which will be where the KSF progress [128], [129].

- *Arranging*

To utilize the CSFs, all that should arrange, how workers will do it, and why. Apparatuses can utilize to make arranging work quicker and simpler. A system for every office can arrange independently [130].

- *Collaboration*

Decent cooperation is the way to progress when all the staff team up; more thoughts and sentiments can discuss to locate an ideal approach to making progress [131]–[133].

- *Cycle*

A business cycle or business technique is an assortment of related, organized exercises or undertakings by individuals or gear which, in a particular succession, produce a help or item (serves a specific business objective) for a specific client or clients [134]–[136]. Business measures happen at all authoritative levels and could conceivably be evident to the clients. A business cycle may regularly picture (demonstrated) as a flowchart of an arrangement of exercises with interleaving choice focuses or as a cycle grid of a succession of exercises with pertinence rules dependent on information all the while [137]–[139]. The advantages of utilizing business measures incorporate improved consumer loyalty and improved deftness for responding to quick market change.

3.1. General Research Model

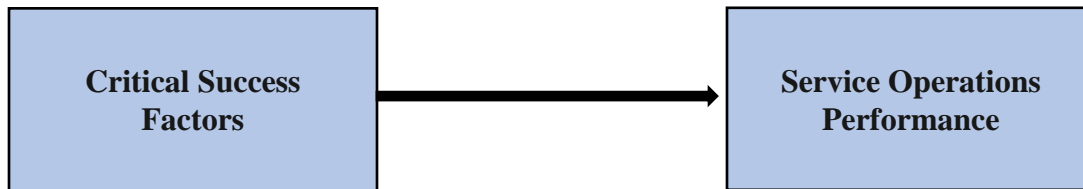


Figure 1: Conceptual Research Model

4. DISCUSSION

The way to get success in the operational field is to give an integrational solution for the product or services that may issue faced by the customers. The business needs to know about the customer demands and keep them in mind and give them the best solutions if the product is not working correctly and not performing up to the mark. One of the most vital client necessities that must address in the business measures is the time factor. However, innovation can answer this issue through far off diagnostics and electronic self-uphold, conceivable, without burning up all available resources - for either the client or the specialist co-op. Notwithstanding, addressing this need by and large requires some essential client research, inward cycle evaluation, and, potentially, a central re-plan of the current business cycles and devices utilized, molding the client,

arrangement preparing, and a correspondence structure that takes into account ongoing acceleration. It is particularly valid for an association on the move (i.e., in development mode, late combined, fire up, saving. Our experience is that most workforce can generally utilize some extra preparation to point their current abilities and make them more mindful of the particular "do's and don'ts" of client cooperation. By doing this viably, the association may concentrate the entirety of the client's vital consideration, accordingly, altogether expanding its prosperity possibilities.

5. COCLUSION

To keep a business or project focused on what needs to be done to succeed, it is essential to recognize and communicate critical success factors within an organization. Additionally, it might assist in avoiding wasting time and resources on less significant aspects of the company's operational practices. These factors enables an organization management to review the strategy, values, and mission. Identify the organizational goals and track and evaluate the organizational development.

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