IMPACT OF SERVICE STRATEGY AND SERVICE QUALITY ON OPERATIONS EFFICIENCY

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ABSTRACT

The relevance of conducting research in this field is obvious, and there is considerable opportunity for adapting service strategy and service quality concepts to the operational performance. This significance is attributed to recent developments in the organizations, such as the introduction of new types of services, the fierce multidimensional rivalry in price, speed, quality, delivery, flexibility, creative methods for managing human resources, and new technologies that enables operations efficiency. This research contributes to exploring the impact of service strategy and service quality on operations efficiency.

Keywords: *Service Strategy, Service Quality, Operations Efficiency.*

1. INTRODUCTION

Service quality and organizational performance have long been linked in the majority of service sector, including tourism, hospitality, healthcare, banking, education, insurance, etc. Although the development of customer satisfaction depends on service quality, several experts have questioned whether it actually has a direct impact on business profitability [1], [2]. Similarly, the operations efficiency used to evaluate how well inputs are converted into outputs [3], [4]. As a result, the service and manufacturing industries increasing plant operating efficiency through planning,

scheduling, and control has long been a goal [5]–[7]. Additionally, an organizational objective is to achieve competitive edge that can possible with, managerial and operational work efficiency. By providing high service in order to train the employees, offering incentives to perform better can enhance the service quality that leads a business toward successive environment [8]–[10]. For the purpose to know business operational efficiency what are the impacts of service strategy and quality on it. A theoretical review can assist regarding figuring out the relationships and impact.

2. LITERATURE REVIEW

2.1. Impact of service strategy on service quality

[11] stated that service strategy plays a vital role in any company's operations to give them the best quality services. It also seems that companies can never say that they are useful in quality services because customers' expectations are getting change day by day [12]–[14]. Most businesses are getting a failure to think that they are giving the best services to their customers, but other companies are getting out of them from the market [15]–[17]. Therefore, it is imperative that companies be active to perform a little higher if companies are getting some level. Here we have some strategies that are helping to improve the service quality.

2.1.1. Open up more channels for customer feedback

The first point of success in the service quality to give them many ways to communicate [18]–[20]. With their customer because all the time, they are looking to get in touch with business. It is necessary to know what your customer wants from you and how they respond to them [21]. There are different ways: survey solutions, mailed cards with physical products, different social media platforms (Facebook, Twitter, Instagram), and a feedback box on the business counter. So, to get better interaction with the customer, it is better to select a perfect option [22], [23].

2.1.2. Embrace the path of the snail

The second way of success in their customers' quality services is to embrace the snail's path [24], [25]. It is better to ask a company that they never appreciate employees for their quality work, suppliers to get the best services from them, or a customer to get a profitable business from them? If it does not happen in the past, then an appreciation should be given to them and enhance

business performance with quality services [26]–[28]. They can give appreciation by merely sending them a handwritten note to say thanks or making a handmade appreciation card.

2.1.3. Hire for customer service greatness

Many people will suggest that hiring a new employee with the best team gives customer service greatness [29]–[31]. The company can only succeed in the business to give quality customer quality services with the right team, but it is not compulsory. The organization can retrain the existing employees and motivate and inspire them to give better customer representative services [32]. However, in the end, it is the truth that there should be the right individual for the right job at the right time [33], [34]. It is not necessary to go with this option. Managers can think about how to improve customer service culture and can manage changes accordingly [35], [36].

2.1.4. Empower employees to resolve issues

In this part, the most effective way to encourage existing employees to perform well and give their best services to customers [37]–[39]. In the current organizational environment, we see the micro-manager because everyone pulling other legs. Therefore, they need to empower existing employees to resolve the issues and increase customer expectations [40].

2.1.5. Provide a learning environment

To improve client satisfaction is to give a learning environment to their employees. It is for the customer service team and for training all employees working in an organization [41], [42]. They should learn and develop their skills like content, relationship, technical, and management skills [43], [44]. In the end, it will help to improve the customer service field.

2.1.6. Practice active listening with customers

Another way to succeed in the customers' quality service is to give them an active listening practice to their customers [45]. The company needs to train its staff to build good listening skills to better service and increase customer service quality [46], [47].

In the end, most businesses are getting a failure to think that they are giving the best services to their customers, but other companies are getting out of them from the market [48], [49]. Therefore, it is imperative that companies be active to perform a little higher if companies are getting some level. It is the truth that there should be the right individual for the right job at the right time [37],

[50], [51]. Managers can think about how to improve customer service culture and can manage changes accordingly.

2.2.Impact of service strategy on operations efficiency

[52] stated the impact of service strategy on operations efficiency. Service strategy plays a vital role in any company's operations to improve its operational activates [53]–[55]. It also seems that companies can never say that they are operating effectively and meet the customers' expectations, which are changing daily [56]. Most businesses are getting a failure to think that they are running the best operational activities, but other companies improve them daily [57]. Therefore, it is imperative that companies be active to perform a little higher if companies are getting some level. Here we have some strategies that are helping to improve the operational activities [58]–[60].

2.2.1. Know operation

The best way to improve the operational activities, the supervisors and manager, is going through the operational areas to know whether it is going well or not? It is a ubiquitous method and way of judging the company's operations [61]. However, if we go for more formal ways, the company will use different audit reports, analysis tools, and business intelligence tactics to make operations more effective and efficient [62], [63].

2.2.2. Train the employee again & again

stated the other way of improvising the operational activities is to enhance the employee's skills to learn more about the system and make more efficient operations [64]. They need to build more standards like SOPs documentation, building training courses, and methodologies. In the end, the management must train the employees again and again unless they will fully skilled.

2.2.3. Put employee first

stated that to improve business growth and operational performance, it is crucial to keep in mind that people are the critical elements for business success [65]. Their relationship with each other is essential. It is better to focus on labor productivity by encouraging, motivating, and rewarding the company's top performers. They should also discourage unproductive activity on the premises of an organization [66], [67].

2.2.4. Focus on fulfilling the order

Due to the increase in the operation activities, there are so many challenges an organization may face due to high numbers of orders, product categories, regular maintenance, and usage of proper tools to meet these challenges [68]–[70]. There are different ways to improve the system design by evaluating and operations of the mobile devices zonal areas to set a goal for the operational team and meet the requirements.

2.2.5. Customer service improvement

[71] stated the best way to improve operational efficiency with the help of the best service strategy. One of them is an improvement in customer services. If the customers are satisfied with the company's products and services, then a successful will be next door, but if they are not giving good customer services, then the situation will be the opposite [72]–[74].

2.2.6. Remove hurdles to success

The best way to improve the operations is to remove the hurdles from the success and allow the employees to show their improvement, ultimately affecting the operations' efficiency due to quality services [75], [76].

2.2.7. Raise the Talent

After the success in the operational activities, it is time to raise the talent and increase their improvement, positively impacting the results and increasing its productivity and low performer's employees [77].

2.2.8. Evaluation of the processes

The proper evaluation in the operational department process is possible if we have proper documentation to follow the process [78], [79]. There should be proper continual process improvement, which would help properly incorporate the proper workflow and automation.

2.2.9. Standard against your colleagues

According to the standard that should set to meet the requirements and learn more about the strategies that are useful for a business's success. To make a more successful operation, the engagement with the suppliers and vendors allows adding more values [80]–[82].

2.2.10. Evaluate the strength of your system

It also seems that companies can never say that they are operating effectively and meet the customers' expectations, which are changing daily [83]. Most businesses are getting a failure to

think that they are running the best operational activities, but other companies improve them daily. Therefore, it is imperative that companies be active to perform a little higher if companies are getting some level [84].

2.3.Impact of service quality on operations efficiency

Service quality is a crucial factor and is mostly used to compare the customer's expectations and relationships with its performance [85]. If the business has a high level of quality services, it can meet the customers' needs and have a competitive advantage in a particular industry. To understand more about the service quality, we have found an equation which is:

2.3.1. Service Quality (SQ) = Performance (P) – Expectations (E)

The first point of success in the service quality to give them many ways to communicate. With their customer because all the time, they are looking to get in touch with your business [86], [87]. It is necessary to know what your customer wants from you and how they respond to them [88]. There are different ways: survey solutions, mailed cards with physical products, different social media platforms (Facebook, Twitter, Instagram), and a feedback box on the business counter. So, to get better interaction with the customer, it is better to select a perfect option [89]–[91]. The second way of success in their customers' quality services is to embrace the snail's path [92]–[94]. It is better to ask a company that they never appreciate employees for their quality work, suppliers to get the best services from them, or a customer to get a profitable business from them?

If it does not happen in the past, then an appreciation should be given to them and enhance business performance with quality services [95]. They can give appreciation by merely sending them a handwritten note to say thanks or making a handmade appreciation card [96]. Many people will suggest that hiring a new employee with the best team gives customer service greatness [97]. The company can only succeed in the business to give quality customer quality services with the right team, but it is not compulsory [98][99]. The organization can retrain the existing employees and motivate and inspire them to give better customer representative services [100]. However, in the end, it is the truth that there should be the right individual for the right job at the right time [101]. It is not necessary to go with this option. Managers can think about improving customer service culture. According to the standard set, they can manage changes accordingly to meet the

requirements and learn more about the strategies useful for a business's success [102]–[105]. To make a more successful operation, the engagement with the suppliers and vendors allows adding more values. It also seems that companies can never say that they are operating effectively and meet the customers' expectations, which are changing daily [106], [107]. Most businesses are getting a failure to think that they are running the best operational activities, but other companies improve them daily [108], [109]. Therefore, it is imperative that companies be active to perform a little higher if companies are getting some level. There should be proper continual process improvement, which would help properly incorporate the proper workflow and automation [110].

2.4.Impact of Service Strategy and Service Quality on Operations Efficiency

[87], [111], [112] stated the relationship between the impact of service strategy and service quality on operations efficiency. Both factors play a pivotal role in the operation's efficiency: service strategy and service quality. There are many factors which are helping to make a healthy and prosperous operational activity [113], [114].

The first point of success in the service quality to give them many ways to communicate. With their customer because all the time, they are looking to get in touch with your business [115]–[117]. It is necessary to know what your customer wants from you and how they respond to them. There are different ways: survey solutions, mailed cards with physical products, different social media platforms (Facebook, Twitter, Instagram), and a feedback box on the business counter. So, to get better interaction with the customer, it is better to select a perfect option [118]–[121].

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In this part, the most effective way to encourage existing employees to perform well and give their best services to customers [127]. In the current organizational environment, we see the micro-manager because everyone pulling other legs [128]. Therefore, they need to empower existing employees to resolve the issues and increase customer expectations [129], [130]. The best way to improve the operational activities, the supervisors and manager, is going through the operational areas to know whether it is going well or not? It is a ubiquitous method and way of judging the company's operations. However, if we go for more formal ways, the company will use different audit reports, analysis tools, and business intelligence tactics to make operations more effective and efficient[131]–[133].

Another way of improvising the operational activities is to enhance the employee's skills to learn more about the system and make more efficient operations [134]. They need to build more standards like SOPs documentation, building training courses, and methodologies. In the end, the management must train the employees again and again unless they will fully skilled [135], [136].

To improve business growth and operational performance, it is crucial to keep in mind that people are the critical elements for business success [137]. Their relationship with each other is essential. It is better to focus on labor productivity by encouraging, motivating, and rewarding the company's top performers [138]. They should also discourage unproductive activity on the premises of an organization.

Due to the increase in the operation activities, there are so many challenges an organization may face due to high numbers of orders, product categories, regular maintenance, and usage of proper tools to meet these challenges [139]. There are different ways to improve the system design by evaluating and operations of the mobile devices zonal areas to set a goal for the operational team and meet the requirements.

2.5. General Research Model

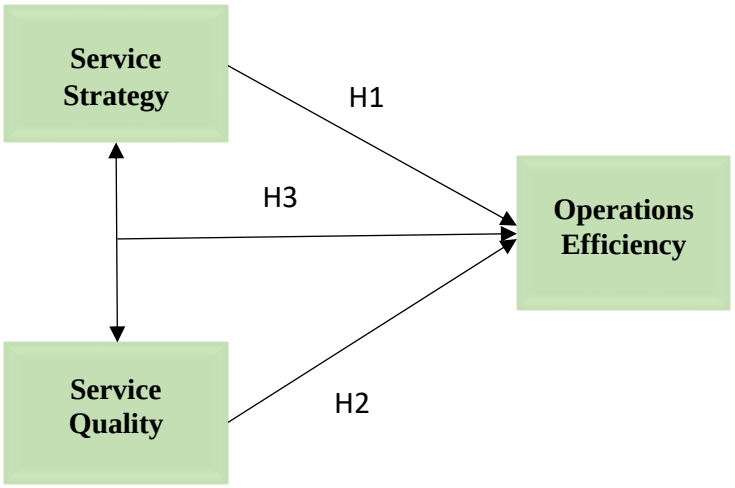

Figure 1: Conceptual Research Model

3. DISCUSSION

It is imperative to remember that people are the key components for business success if you want to increase corporate growth and operational performance. Their interdependence on one another is crucial. It is preferable to concentrate on increasing labor productivity by praising, inspiring, and recognizing the best employees. They should also forbid useless activity on an organization's grounds. An organisation may confront a great deal of obstacles as a result of increased operational operations, including large quantities of orders, a wide range of product categories, regular maintenance, and the need to use the right tools to address these challenges. In order to create a target for the operational team and achieve the requirements, the organizational management may require to adopt the strategies to enhance service quality by utilizing the human capital in the organization.

4. CONCLUSION

The above research can be summarized with strategical implications that can enhance the business performance by improving operations efficiency. There are various strategies can be implemented to enhance the business operations efficiency and service quality in order to keep the effective

strategical performance. It's crucial to manage product and service quality to make sure that a company excels at satisfying customer needs and achieving organizational objectives.

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