

# **IMPACT OF SERVICE TRANSPARENCY AND SERVICE CONTROL ON COMPETITIVENESS**

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## **ABSTRACT**

The successful business organizations simply concentrated on their purpose, mission, vision, and goals, and they established open business practices to quench their clients and get the best opportunities to compete with their competitors by offering superior customer service and future orientations. The foundational component of businesses is transparency at all levels, which helps the company gain a significant amount of consumer confidence for both its commercial and residential solutions. These businesses continually assess their rivals' innovative business strategies and client success rates. A systematic review is embracing the research to improve understanding of the impact of service transparency and service control on competitiveness in order to present the literature-based evidence.

**Keywords:** *Service Transparency, Service Control, Competitiveness.*

## **1. INTRODUCTION**

One of the main goals of corporations is to be competitive, and they strive to do this by advocating any and all means possible to outdo their rivals who have already established themselves as market leaders [1]. The ability to compete is a benefit for business organizations because it motivates them to improve their effectiveness, fair trading tactics, and on-time project delivery to clients, which is the essence of true company management [2]–[4]. The expectations of their customers are closely

related to their operations, and business organizations, particularly in contracting and trading agencies, are heavily involved with risk factors [5]–[7]. At this time, only fair, transparent project strategies and high-quality services are able to support the company's long-term goals [8], [9]. In order to assess the suitable strategies and their impact on organizational competitiveness, this research is formed to conclude the facts with the help of reviewing of prior studies, research, journals and books.

## **2. LITERATURE REVIEW**

### *2.1. Service Transparency and Service Control*

[10], [11] explained that service transparency is possible only when there is system of service control. The free Trading and Contracting company are highly profitable business in Middle east [12]–[14]. These companies are the leading construction group of companies that are currently managing all kind of commercial and private buildings, villas, residencies, government tenders and many other projects [15], [16]. The companies are known for its high -quality professional services in construction sector where they are plan, design and execute dream projects with cost effective budgets [17], [18]. The contracting companies mainly focusing on all tenure that they committed and deliver on time [19]–[21]. These companies started their journey with staff members in which skilled, semi- skilled and non -skilled employees as a civil maintenance professional and later the company become the known successful building construction business that is providing high quality building solutions for its customers [22]–[25]. Since past decades, there are number of known international brands of contracting trading agencies are coming in middle-east [26], [27].

Service transparency is one of the major goals of the business organizations that they commit with their customers in market and gain huge trust of its customers [28]–[30]. The companies create its market position through its transparent and professional working services that they commit at the time of project development and focusing on all measures that is required to deliver the expected outcomes [31]–[34]. The commercial building and huge mega infrastructure of the Gulf countries mostly designed and construct by the world -famous construction companies [35]–[38]. The reason is that these companies create its trustworthy position and need in the state and become the first choice of the stakeholders and clients [39]. The service transparency is the goal of the business

organization in which they are highly keen to promote all transparent and clear service features for its customers and providing all visible and hidden facts of the projects [8], [40], [41]. The aim of providing huge knowledge and its impacts along with effects and its future development outcomes is a goal of construction companies [42], [43]. The services quality is highly managed by the company through controlling the objects that are essential to clear the project clients to meet their expectations [44], [45]. The construction and contracting trade are one of the core responsibilities on organization in which various risk factors are involved with its continuing progressive outcomes [46]–[48]. The business organizations that are associated with contracting sectors mainly design the huge commercial and business units along with villas and residential projects from small housing schemes to huge private houses and all projects highly focused for transparent business polices and service quality management through controlling the measures of governmental, environmental and social justice [49]–[51]. The companies providing best quality services in all project management and completion through transparent and clear strategic policies that clear the vision of the customers before taking any decision and gain the trust of the several business organizations in same sector [52]–[54]. The services with fair information and controlling on all kind of matters that comes in project is highly observable for the company in order to meet the desire expectations of the clients and become the first choice in construction sector [55]–[57].

## *2.2. Service Transparency and Competitiveness*

[58], [59] explained service transparency and competitiveness has strong relationship. The organizations which are highly keen to promote best quality product services for its customers with competitive advantages and it is only possible when clear information and expectations are understandable for its clients who are expecting the project from the concern departments [48], [60]. The Trading and contracting companies is the leading solution provider of construction of the private and government projects in which commercial, business and private homes, building, business hubs are included [61], [62]. These organizations only focusing on all measures of the project and business that meet the vision and mission of the company that they set at the time of beginning the business plan [63]–[66]. The business organizations always gain the trust of its customers through its visible project or product that is the only sample of the business productivity [67]. There are number of projects are completed in the Gulf countries that is designed and developed by the local and international business companies [68], [69]. These companies only

focusing on services quality management through its clear and fair policies that are easily gain the customer vision [70], [71]. The transparent features of business policies are helping to companies and organizations to build their strong relationships with customers who are the asset of the businesses [72], [73]. The transparent business product features are creating the best and desired outcomes for the clients of the business and they trusted on business organizations for their next projects [74]–[76]. The successful business organizations gain huge customer retention because they are providing detail knowledge and information of the project that is expected by the customers and clear their vision for future outcomes [77], [78]. The companies highly keen to create the customers knowledge -based department where number of professional consultancies are helping to clients to get detail information through clear visible objectives of the project [79], [80]. The companies create its strong position in the gulf region through its clear progressive strategies that is helping to achieve best competitive advantages among its competitors [81]–[83]. There are number of companies are penetrating in market of Middle East especially in trading and contracting industry because the current competition of the region in Arabic countries highly focused for huge mega infrastructures [84] and business commercial hubs in which residential projects and shopping malls are on the top of the list [85]–[87]. The competition in market giving the hard time to the contracting companies and in this respect, the companies are making several polices to attract the customers and hide detail facts of the projects that can be worse for future outcomes [88].

### *2.3. Service Control and Competitiveness*

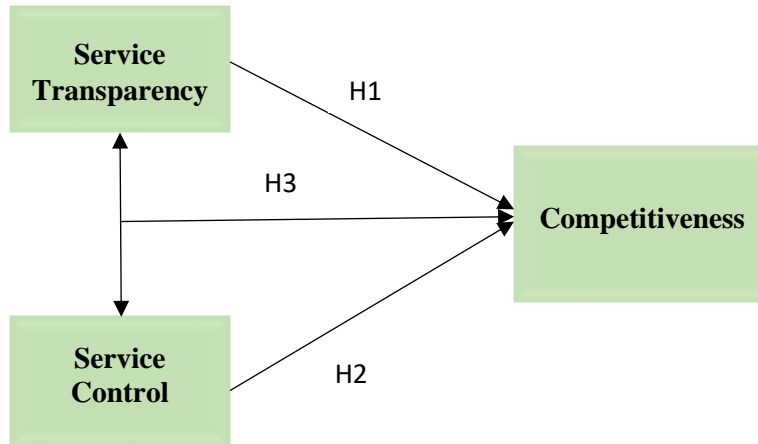
[89], [90] explained the relationship between service control and competitiveness. Service control has impact on competitiveness. This is the most challenging situation for any kind of business organizations to remain its position in market especially among its customers who came again and again for their need towards the companies [91]–[93]. The competitiveness always gains through the customer retention and it is possible when quality services are providing to the customers along with transparent features of the product, its hidden facts, future outcomes and profit that is related to the expectation [94], [95]. The business organizations have number of shareholders, suppliers, manufacturers and customers and balance between all stakeholders is difficult objective for business organizations [96], [97]. The services should be controlled under the desired management

of the business organization and it is only possible when organizations set the fair policies and strategies for their business that they are providing to their customers and gain their huge satisfaction for the long time run of the business in market [98]–[100]. Business organizations also managing huge business competitiveness in market where already number of contracting and trading companies are effectively managing their business policies through their efficient construction developments and also gaining the customer trust [101]. At this stage the service controlling is one of the objectives for business companies where they have to manage balance between the planning, development, design and execution [102]–[104]. The planning is one of the stages of the project where the company set the actual theme of the project development expectation and concerning with all measures that has to be face during the project [105]. The companies mainly target its customers through providing the best quality services that they are expected with clear and noticeable project information [106], [107]. The construction is one of the sensitive business sectors where huge capital is involved of the shareholders and there is no room for errors [97], [108]. It is high responsible act for contracting companies in which environmental, social, geographical and many other factors are involved [109]. The risk always indulges in the contracting projects and it is only possible when planning and strategic team focused on all measures that create any future conflict [110], [111]. The services controlling is the only solution for business companies in which they are highly promote the competitive advantages in market and gain best future outcomes [112]–[114]. The competition is highly increasing in Gulf Countries especially when all Gulf countries are in the line of to achieve their vision 2030, the construction companies are becoming more active to developed huge commercial, private and government projects that create the country's global position in market [115], [116]. From last few decades the construction projects are highly taking place in Gulf countries and the reason is that to attract the international investors and tourism around the world who have margin to promote the country's economy with high income revenues [117], [118]. Several business organizations also achieve its competitive advantages in from of its rivals through providing the best quality services and controlling objectives and gain best market competitiveness through its customers satisfaction and their retention towards the company as a first choice [119], [120].

#### *2.4. The impact of Service transparency and service control on competitiveness*

The impact of service transparency and service control help companies to gain competitiveness. The organizations managing transparent and clear business and trading policies with its clients and stakeholders [121], [122]. The companies gains its trust within the short period of time and the reason only focusing on its clear objectives that they are providing to their customers [123], [124]. The company managing its effective business polices through planning, development and implementations that are helping to business to hold its existing customers and gain new customer attention [115], [125]. The company getting best business revenues through clear information providing system in which there is no hidden cost and detail can be hide from the clients and shareholders who are investing their huge capitals from local and international investors [126]–[129]. The good quality services are associated with fair business strategies that is providing by the Rashid group at all levels of the development areas of the project and helping to customers to choose the company for their next projects [130].

The customer satisfaction always can be gain by the good quality of the products and services that are providing by the business organization especially at the time of contracting about the project [131]–[135]. The business organizations gain the customer trust through their fair trading polices and good services that are within the control of the project team members [136]. Because there is no space for any error and before implementations of the projects, the detail knowledge- based information is required to controlling the risk factors that are highly associated with construction sectors [137]. There are number of political, social, environmental and regional factors are involved with contracting business planning and business organizations need to hold all circumstances that are not favorable for them [138], [139]. The service controlling objectives always helping to design the project details and its favorable objectives that are helping to deliver the project on time to its customers.

*General Research Model**Figure 1: Conceptual Research Model***3. DISCUSSION**

The competitiveness is one of the core objectives of the businesses in which they are trying to promote all feasible measures to compete the competitors who are already placed their strong position in market. The competitiveness is an advantage for the business organizations that encourage them to increase their efficiency, effective business polices, fair trading strategies and on time business project delivery to customers that is the real business management. The business organizations especially in contracting and trading agencies are highly involved with risk factors and customers' expectations are highly associated with their operations. At this time, only fair transparent project strategies and services of good quality helping to sustain the business goals for a long period of time. The business organizations always meet the customer's expectations and trust through their satisfaction and their retention because they are only focusing on customer happiness and their trust towards the company. The competition in market especially in Middle East is highly increasing because the foreign investors interest also increasing in UAE and this is the reason the competition is high in the state and several companies actively increasing their expansion of the business with several business strategies and competitive advantages.

#### 4. CONCLUSION

The high quality of the goods and services that a business organization offers can always increase client satisfaction, especially when a project is being contracted for. Businesses acquire the trust of their clients by upholding ethical business practices and providing excellent services to get customer retention that ultimately results in market competitiveness. To gain sustainable organizational competitiveness customer satisfaction is more reliable that can be achieved by providing service accuracy and delivering according to the requirement.

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