

Quality of Work: Constant Efforts to Build Comfort

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When we buy candies or snacks, we may go for the most flavorful or best-selling choices. No matter how much it costs or even how humble the waiter is, our brain tends to choose a product that will satisfy our taste buds.

We may not realize the quality of the products serves as the stimulant that pushes buyers to repeat their purchase or not. It happens differently when we have a fancy dinner in a dining restaurant, or when we ask for a medical consultation from a doctor, or when we need a work or advice from a professional consultant, the only thing that matters is the way they serve and communicate with us throughout the process, not just the quality of their works.

In an industry where interaction holds a major role, we must pay close attention and prioritize how our people work and interact with our clients. The most crucial aspect is how our people can give a good impression and leave memories to share. The quality of service is about how we communicate with their people, what kind of words are being used, how we maintain the frequency, and how reachable and responsive we are to handle them.

Building quality services needs collective action from professional service management internally. Management must understand the core success factors including the system of maintaining and building a business's image through service quality. According to Al-Hashedi and Abkar (2017), service quality has a significant positive impact on client satisfaction. It shows how the process and client experience matters towards their satisfaction and loyalty.

During the time we provide services to our clients, we may have addressed their concerns, but there may also be times when we do not provide a suitable or satisfactory response to our clients. This circumstance is unavoidable. As this implies, excellent service refers to a constant effort to please our clients rather than just one instance. The strategy for ensuring client satisfaction should be simultaneously reactive and proactive.

One of the strategic endeavors is to carry out "settlement synergy". It refers to the company's efforts to respond to any unforeseen incidents. The company must run swiftly and transparently. Starting with an exploration of the problems and providing suitable solutions.

Keypoints

Quality service resembles an infinite chain. Each cycle will not be enacted as a checklist but an inseparable entity. Thus, offering the finest service is an ongoing endeavor that begins with the comfort and contentment of the company's employees and evolves to the finest service delivered to the clients' satisfaction.

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