

Measures to Improve Service Quality

Service quality refers to the determination of satisfaction of a user of the service. Service Quality management refers to the monitoring and maintenance of end-to-end services for specific customers. Service Quality play an important role in the success of the business.

The following are the measures to improve service quality

1. **Competent Staff / skilled Staff** : The quality of a service depends on the quality of the employees providing the service to the customers. Skilled staff can provide better service experience to the customers.
2. **Benchmarking** : It is the process of measuring the performance of a company's product or service against those businesses which are considered to be the best. The aim of benchmarking is to identify internal opportunities for improvement.