

Services Quality Management in IT Organizations

Bianca PRISECARU, Doina CONSTANTINESCU

POLITEHNICA” University of Bucharest, Romania
biancaprisecaru@gmail.com

Abstract

The services particularities in relation to material goods, as well as particularities of services provider organizations, generally require a special approach of the organization’s management, and especially of quality management. A very special approach of services quality management is necessary also in IT organizations. This paper presents the main particularities of services quality management in these types of organizations, identified by combining two concepts: “The Services Triangle” and the “Conceptual Model of Service Quality”. Since the service buyer satisfaction is largely determined by the performance of the 10 expectations, common to all types of services, the paper presents a standard questionnaire, designed to collect information regarding this quality service component. In order to assess the customer’s satisfaction, determined by the level of his requirements fulfillment, as well as for identifying improvement opportunities, this paper presents the standard structure of another questionnaire. This questionnaire helps to collect the information required to establish services quality objectives using the QFD (Quality Function Deployment) method.

Keywords: services, “the Services Triangle”, “Conceptual Model of Service Quality”, SERVQUAL, QFD

References:

- [1] K. Albrecht, R. Zemke, Service America! Doing business in the new economy, Dow Jones-Irwin, Homewood, 1985.
- [2] De Bart van Looy, Paul Gemmel, Roland Dierdonck, Services management. An integrated Approach, Prentice Hall Financial Times, 2003.
- [3] Doina Constantinescu, Quality Management, Ed. PRINTECH, 2005.
- [4] David. A. Garvin, Managing Quality: The Strategic and Competitive Edge, The Free Press, 1988.
- [5] V. Zeithaml, A. Parasuraman, L. Berry, Delivering Quality Service, The Free Press, 1990.