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how to manage service encounters, and how to promote quality customer service.

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considered as a significant core concept and a critical success factor in the hospitality industry. A successful hotel delivers excellent quality service to customers, and service quality is considered the

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Service quality management
encompasses the monitoring
and maintenance of the
varied services that are

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offered to customers by an organization. Whether you are in the software business offering services to clients or operate in the food, hospitality or travel industry, service quality management is integral to

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managing customer
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Customer Service, however,

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offers you an opportunity to measure how you are performing. It allows customers to communicate their experience – both bad and good. With this feedback, you will know what to fix. Maintaining an

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What are the five key factors that customers use to judge the overall quality of service. Reliability, responsiveness, assurance, empathy and tangibles. The ability of the organization and its employees to deliver

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service consistently,
reliably, and accurately.
Reliability.

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subjects, Managing Quality

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Hospitality services quality
is one of the most important
parameters in assessing
hospitality services. In the

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hotel industry key factors determining the level of quality are: level of performance and technical condition of the object, quantity, quality and novelty of equipment, professional conduct of

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