

Custom Essay

Topic: Operations Service Management

Introduction

This essay contemplates electronic business in exemplification of operations management. It is a list of actions that helps managers of an organization to ascertain that all services provided are sustainable with use of scruple of resources. Members of staff that have direct communication with the clients are service people and they deliver the service (Johnston, 2000).

Discussion

The main goal of every service is total satisfaction of customers and frontline staff works under pressure because this goal is difficult of accomplishment. They have to facilitate top quality service so the clients will be happy with it (Johnston & Graham, 2008, p.237). All people are not the same and some customers are hard to deal with, nevertheless, the staff members have to satisfy customer claims. Specific character of electronic shop work is a short time of rendering. All services should be fast and efficient due to the type of the service to be offered (Teboul, 2006). Complexity of services calls forth all skill and knowledge of the employee. The assignment is challenging and loads the staff. To meet the requirements of the target is another pressure. The most common target in electronic business is to sell particular number of electronic equipment. To hit the spot it is necessary to work immoderately (Chester, 2005).

As a manager, to improve the customer service delivery, one should be an inspirational leader (Johnston & Graham, 2008, p.243). What does it mean? Manager has to set the pattern

of ideal performer to the staff. People get motivation and the efficiency of the service increases. Team working is another crucial point of successful work of staff so the manager is motivated to encourage team building. As a result of shared responsibilities the productive capacity will escalate (Kliger and Tweraser, 2010). Another concern of the manager is discretion of staff and providing channels of effective communication between members of staff (Johnston and Graham, 2008, p.247). All rights of the employees should be observed and it is essential to treat personnel with respect. Effectiveness of the service is closely connected with the communication between members of staff as it ensures expediting in order (Furjanic and Trotman, 2000). One of successful ways of motivation is to involve employees in the process of improving the service supply. Being a part of the project, staff drops in on providing service delivery excellence (Tomkinson, 2007).

Conclusion

In conclusion, it is necessary to put emphasis on the challenges of improving the process of service supply. Concrete roles of staff and well-thought-out organization of work can bring unequal results. And, at the same time, lightheaded approach to the matter can make a break of successful service supply.