SOFT SKILLS AS A TOOL FOR CREATIVITY

IN RURAL AREAS PROJECT

2020-1-FR01-KA204-079841

SERVICE ORIENTATION

Name of the module
Service Orientation
Main aim of the module

The main purpose of this module is to help individuals to understand service orientation, the importance of service orientation, the organizational service orientation and the basics of Service-Oriented Architecture-SOA

Objectives of the module

- To understand the relevance and importance of service orientation
- To understand the Organizational service orientation
- To learn the basics of Service-Oriented Architecture - SOA

Service orientation is the ability and desire to anticipate, recognize and meet others' needs, sometimes even before those needs are articulated.

What is service orientation?
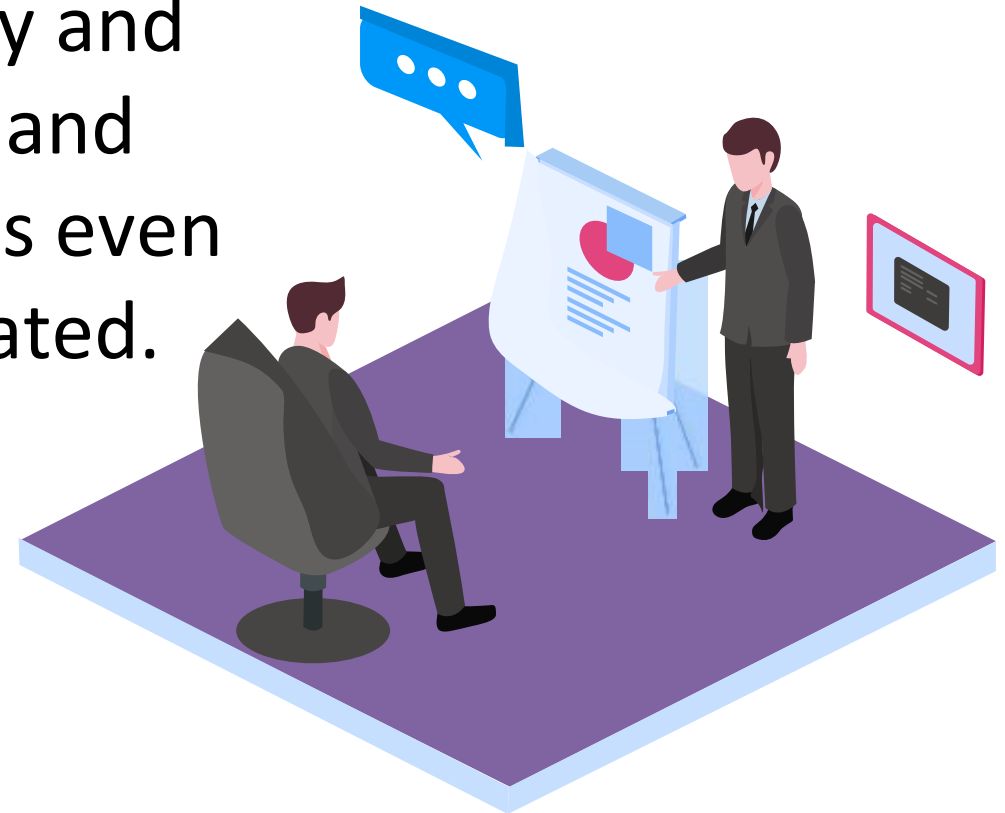
"Service orientation was first described by researchers Saxe and Weirtz as being related to a concern for others – it became a set of attitudes and behaviors that affects the quality of the interaction" between the organization's staff and its customers" (Hogan et al., 1984). This definition was later expanded to include "a willingness to treat co-workers and clients with courtesy, consideration, and tact" combined with the ability to perceive a customer's needs, and communicate effectively (Rosse, Miller, and Barnes, 1991)."

What is service orientation?

The good service orientation skills mean that people who are service-oriented anticipate, recognize, and address the needs of others, not only of the clients but to other people as well, like co-worker, managers, interns, etc.

With the service orientations skills people are more likely to feel empathy, compression, and kindness to the people that are surrounding them.

The service orientation skills, i.e. the helpfulness, thoughtfulness, consideration and cooperation of the employees, are an important factor for success and can impact the entire company's reputation for customer service.

Market and service orientation describe the way marketing is carried out.

What is service?

Service is another area with many different definitions. From an economic point of view, according to Murdick (1990) service means "economic activities that produce time, place, form, or psychological utilities."

From a marketing perspective, Kotler et al. (1991) says service is "any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything." Intangibility makes service so much harder to assess than product quality measurements. In brief, service differs from goods in that goods are produced, sold, and then consumed, whereas services are first sold, then produced and consumed

SITRA

›› Listening to the customers in order to better understand their needs

›› Understanding the available services and products and making recommendations

›› Developing relationships with previous and future customers

Service Orientation

›› Completing all necessary steps to improve the customer experience

›› Understanding the customer's rights and working to protect them

›› Continuing the development of certain skills to better help customers

›› Proactively engaging with customers to understand their future needs

›› Communicating with customers in a way that matches their needs

›› Customer experience takes priority over profit.

Why is service orientation important?

❯❯❯ Service Orientation is based on designing and delivering the best service to the customers with the best attitude and behavior towards all of the people involved in the process.

Why is service orientation important?

A service product must be provided well first time, and there is no room for failure because service production takes place at the interactive with customers. The quality of interaction in the service encounter, and customer service experiences, lead to customer loyalty, and are very often treated as the key factors of a successful business.
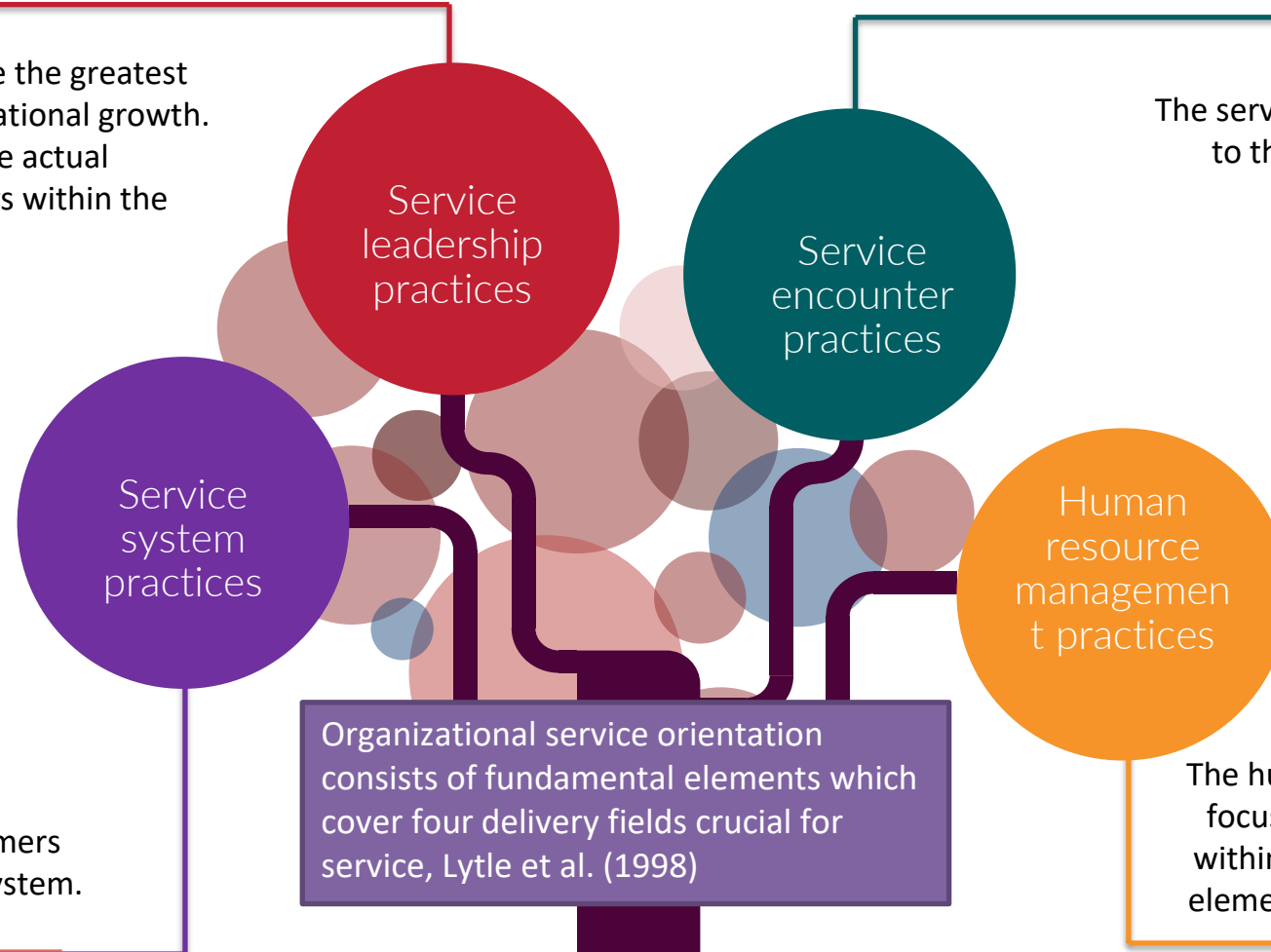
Why is service orientation important?

> Parasuraman et al. (1988) proposed that customers perceived quality by gaps which appear in a service organization. According to the authors the quality experienced by customers depends upon the information loop passing through an organization, which informs us about the customers' real expectations. Four gaps influence the customers' perception of quality.

1. The first one exists in managers' perceptions about what customers desire from services.

2. The second one is contained in the specifications prepared by managers.

3. The third one is how the specifications are delivered to customers, and

4. The final one appears in external communications giving information on the service quality that a company offers to deliver.

Organizational service orientation.

The leadership practices have the greatest impact of the proper organizational growth. Lytle et al. (1998) mention the actual importance of servant-leaders within the structure service orientation

The service encounter practices are related to the relationships with the customers and the employees.

Service leadership practices

Service encounter practices

Service system practices

Human resource management practices

Organizational service orientation consists of fundamental elements which cover four delivery fields crucial for service, Lytle et al. (1998)

All the service provided to customers exists in, and is produced by, a system.

The human resource management practices, focuses on the treatment of the employees within the organization, and it is very crucial element for the treatment of the customers.
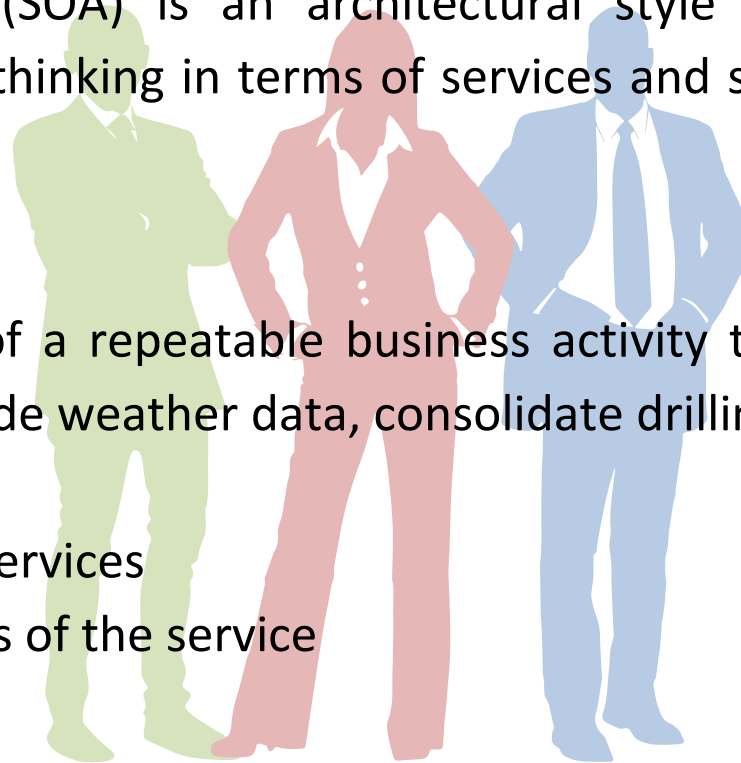
Service-Oriented Architecture - SOA

Service-Oriented Architecture (SOA) is an architectural style that supports service-orientation. Service-orientation is a way of thinking in terms of services and service-based development and the outcomes of services.
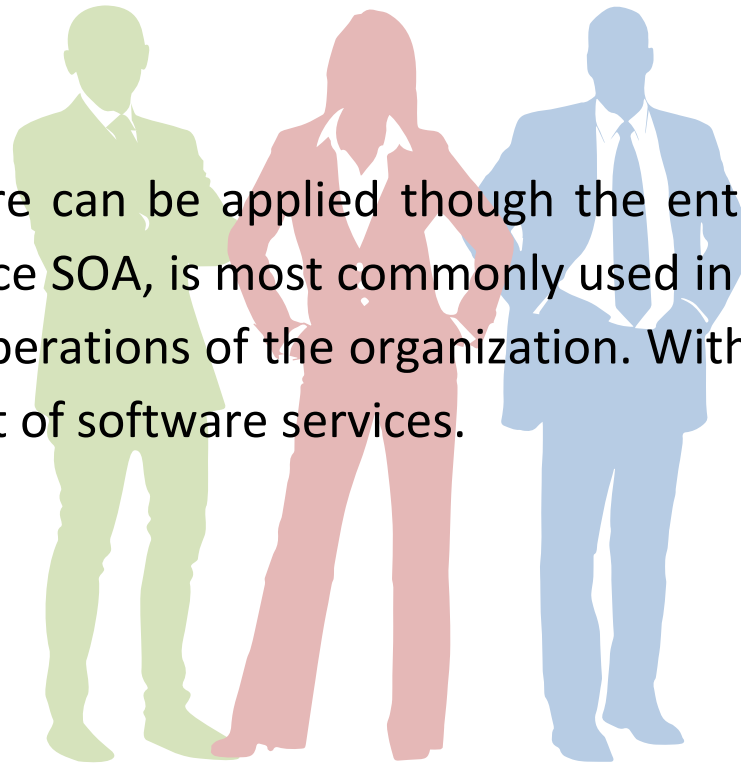
A service:

· Is a logical representation of a repeatable business activity that has a specified outcome (e.g., check customer credit, provide weather data, consolidate drilling reports)
· Is self-contained
· May be composed of other services
· Is a "black box" to consumers of the service
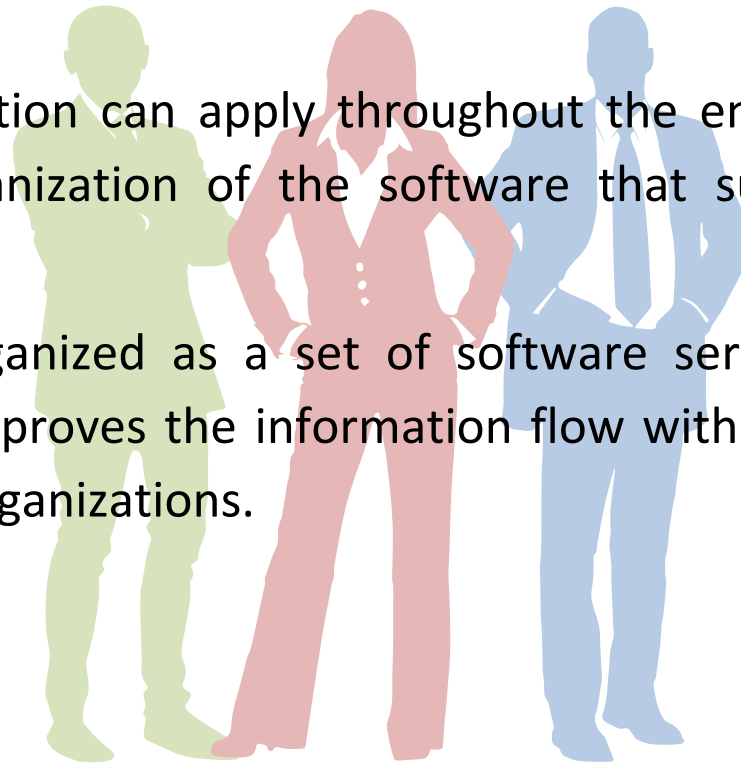
Service-Oriented Architecture - SOA

⟩⟩⟩ The service-oriented architecture can be applied though the entire architecture of the business or organization, but so far in practice SOA, is most commonly used in the integration and organization of the software that support the operations of the organization. With this approach, the software in the organization is organized as a set of software services.
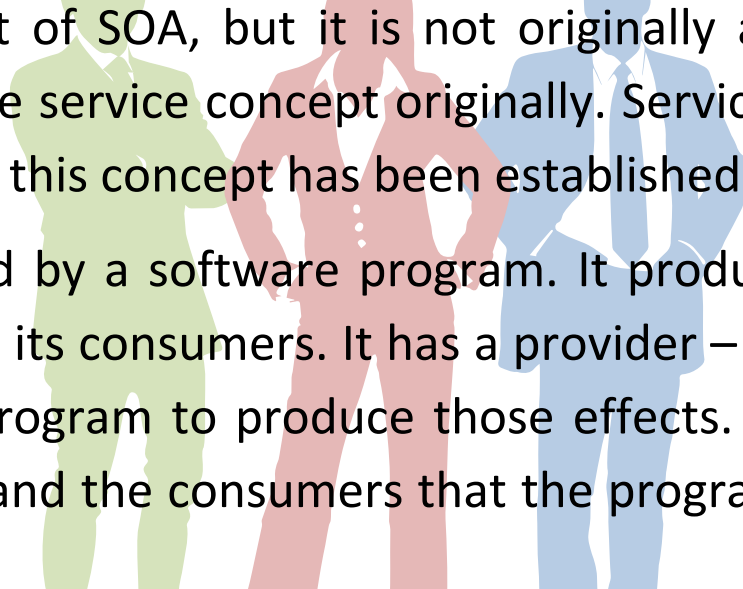
Service-Oriented Architecture - SOA

> The principle of service-orientation can apply throughout the enterprise architecture, but is most commonly applied to the organization of the software that supports the enterprise's business operations.

> With SOA, this software is organized as a set of software services which are supported by an infrastructure that leads and improves the information flow within the organization, the customers and the external partners and organizations.

Service-Oriented Architecture - SOA

⟩⟩⟩ Service is the essential concept of SOA, but it is not originally a technical concept. The idea of a service software comes from the service concept originally. Service is activity done by one person or group that benefits another and this concept has been established as a software service as well.

⟩⟩⟩ A software service is performed by a software program. It produces effects that have value to the people or organizations that are its consumers. It has a provider – a person or organization that takes responsibility for running the program to produce those effects. And there is an implicit or explicit contract between the provider and the consumers that the program will produce the effects that the consumers expect.

Service-Oriented Architecture - SOA

Service-Oriented Architecture - SOA

"It takes months to find a customer… seconds to lose one."
Vince Lombardi

Test Your knowledge!

1. Service orientation is the ability and desire to anticipate, recognize and meet others' needs, sometimes even before those needs are articulated.

a) True

b) False

The service orientation skills, i.e. the helpfulness, thoughtfulness, consideration and cooperation of the employees, are not an important factor for success and can impact the entire company's reputation for customer service.
a) True
b) False

3. How many gaps do customers perceive quality by in service organization, proposed by Parasuraman et al. (1988)?

a)   6

b)   3

c)   4

4. How many fundamental element consists the Organizational service orientation?

a)   3

b)   4

c)   5

5. Service-Oriented Architecture (SOA) is an architectural style that supports service-orientation.
a)   True
b)   False

Answers:

1. A
2. B
3. C
4. B
5. A

References

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