1. Record Nr.   UNINA9910810986103321

   Autore   Whyte Grafton

   Titolo   The V-model of service quality : an exploration of African customer
                        service delivery metrics / / by Grafton Whyte (University of Namibia,
                        Namibia)

   Pubbl/distr/stampa   United Kingdom : , : Emerald Publishing, , 2018

   ISBN   1-78769-605-7
                        1-78769-603-0

   Edizione   [1st ed.]

   Descrizione fisica   1 online resource (157 pages)

   Collana   Emerald points

   Disciplina   658.812

   Soggetti   Customer services - Africa
                        Customer relations - Africa - Management
                        Business & Economics, Customer Relations
                        Customer services

   Lingua di pubblicazione   Inglese

   Formato   Materiale a stampa

   Livello bibliografico   Monografia

   Nota di bibliografia   Includes bibliographical references and index.

   Nota di contenuto   Front Cover -- The V-Model of Service Quality -- Copyright Page --
                        Dedication -- Acknowledgements -- Contents -- List of Figures -- List
                        of Tables -- About the Author -- Preface -- Chapter 1 Introduction --
                        1.1. The Problem of Customer Service Delivery (CSD) in Africa -- 1.2.
                        Structure of the book -- Chapter 2 Overview of the VMSQ -- 2.1. The
                        Business Environment -- 2.2. An Academic Response -- 2.3. Need for a
                        New Model -- 2.4. The VMSQ is an Attempt to Address These Concerns
                        -- 2.5. The V-model of Systems Development -- 2.6. The Idea of the
                        'V' Model -- 2.7. Features of the VMSQ Model -- 2.8. Deployment of
                        the VMSQ Model -- Chapter 3 Identifying Service Attributes (Stage 1) --
                        3.1. Defining Attributes and Items -- 3.2. The Nature of an
                        Intervention: Theory Building and Operationalisation -- 3.3. Use of
                        Repertory Grid in Interviews -- 3.4. Elicitation Procedure -- 3.5.
                        Statistical Analysis -- 3.6. Reduction and Synthesis -- 3.7. Definitions
                        -- 3.8. Validation -- 3.9. Personal Construct Theory -- 3.10.
                        Complexity -- 3.11. Summary -- Notes -- Chapter 4 VMSQ - Data
                        Collection (Stage 2) -- 4.1. Progressive Filtering -- 4.2. A Data
                        Collection Example: Insurance Companies -- 4.3. Sampling -- Chapter

Sommario/riassunto	Grafton Whyte introduces and explores a new academic theory for customer service delivery for Africa, aimed at addressing issues of poor customer service and poor service delivery. The V-Model of Service Quality (VMSQ) offers a powerful tool for measuring service quality, augmented by a service exchange model to provide a general framework for services, describe core components and provide contexts within which the VMSQ can operate. The VMSQ provides an indication of where problems may lie in a service operation, and an additional African Management Matrix identifies some of the historical and contextual barriers that need to be overcome by African managers to achieve effective customer service delivery. This book grounds the theoretical interventions in data drawn from case studies in the Sub-Saharan African context to make the models applicable to both researchers and working managers. It looks at the complex question of customer service delivery in Africa, and embraces both concepts of customer service and service delivery.