

1. Record Nr.	UNINA9910817451203321
Titolo	New service paradigms : AMA SERVSIG Conference 2003 // guest editors: Jay Kandampully and Raymond P. Fisk
Pubbl/distr/stampa	[Bradford, England], : Emerald Group Pub., 2004
ISBN	1-280-51545-7 9786610515455 1-84544-405-1
Edizione	[1st ed.]
Descrizione fisica	1 online resource (145 p.)
Collana	Managing service quality ; ; v. 14, no. 2/3, 2004
Altri autori (Persone)	KandampullyJay FiskRaymond P
Disciplina	658.8 658.812
Soggetti	Customer services Customer relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Abstracts & keywords; Editorial; It's time to get to first principles in service design; Towards a better understanding of service excellence; The almost customer: a missed opportunity to enhance corporate success; Complaint management profitability: what do complaint managers know?; Customer clubs in a relationship perspective: a telecom case; An integrated framework for customer value and customer-relationshipmanagement performance: a customer-based perspective from China; Why customers stay: reasons and consequences of inertia in financial services Client valuation in private banking: results of a case study in SwitzerlandReconceptualizing customer perceived value: the value of time and place; ICT: the creation of value and differentiation in services; Value across fulfillment-product categories of Internet shopping; Service quality and marketing performance in business-to-business markets: exploring the mediating role of client satisfaction; Customer involvement in new service development: a conversational approach; Book reviews
Sommario/riassunto	Some organisations are becoming more concerned with delighting their

customers than simply satisfying them. Yet despite an extensive literature on service quality and satisfaction little has been written about service excellence and how organisations can achieve delighted customers. The purpose of this exploratory but empirically based paper is to provide a definition of service excellence to help marketers and managers, where appropriate, design and deliver it. This paper is based on over 400 statements of excellent and poor service gathered from around 150 respondents. After categorising the
