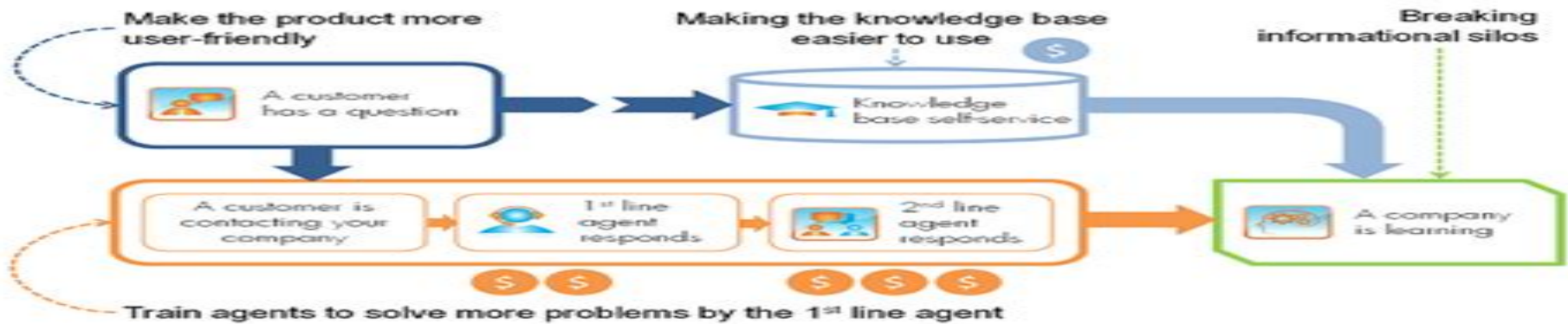
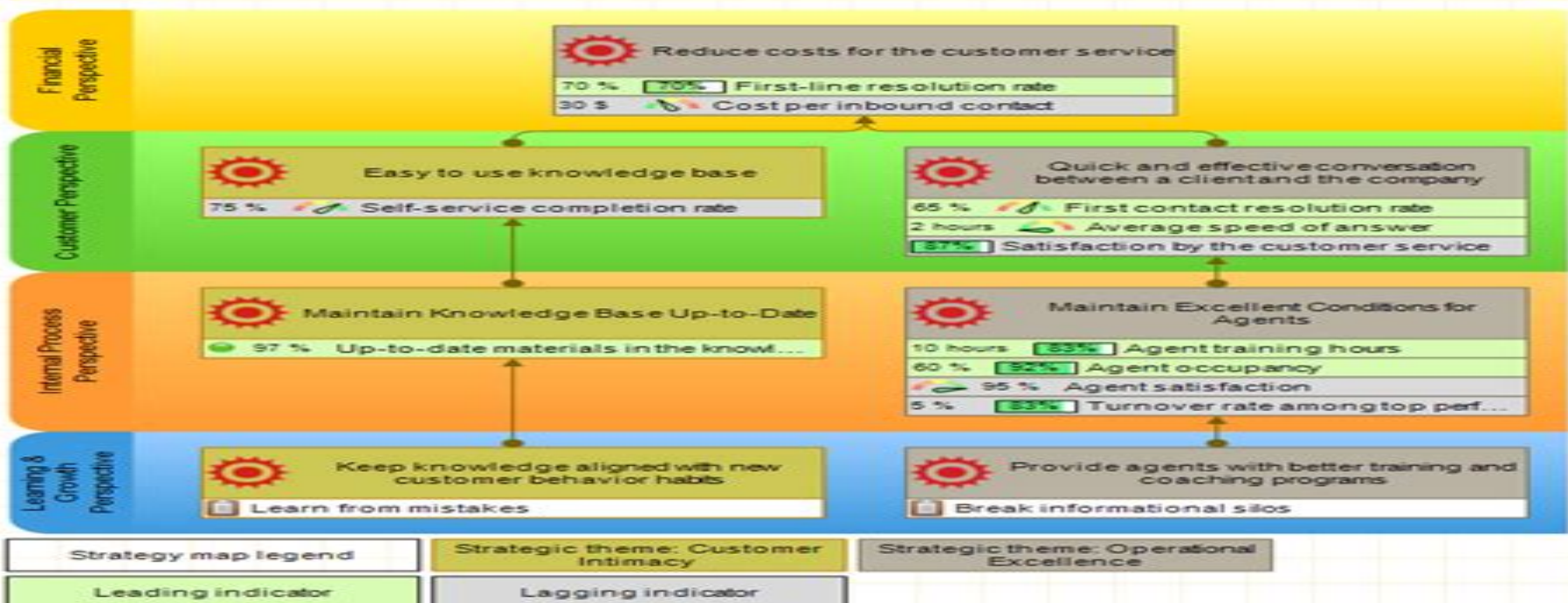


# A CUSTOMER SERVICE MODEL WITH MAIN COSTS, AND RESPONSE PLAN



## A CUSTOMER SERVICE BALANCED SCORECARD

Ensure quick and effective conversation between a client and the company!



# Customer Service Perspective Balanced Scorecard

**Kelly School of Business**



### **Customer Service Perspective Balanced Scorecard:**

*EBK: Services Marketing: Integrating Customer Service Across the Firm 4e* Alan Wilson, Valarie Zeithaml, Mary Jo Bitner, Dwayne Gremler, 2020-10-07 Successful businesses recognize that the development of strong customer relationships through quality service and services as well as implementing service strategies for competitive advantage are key to their success. In its fourth European edition *Services Marketing Integrating Customer Focus across the Firm* provides full coverage of the foundations of services marketing placing the distinctive Gaps model at the center of this approach. The new edition draws on the most recent research and using up to date and topical examples the book focuses on the development of customer relationships through service outlining the core concepts and theories in services marketing today. New and updated material in this new edition includes New content related to human resource strategies including coverage of the role of robots and chatbots for delivering customer focused services. New coverage on listening to customers through research big data netnography and monitoring user generated content. Increased technology social media and digital coverage throughout the text including the delivery of services using mobile and digital platforms as well as through the Internet of Things. Brand new examples and case studies added from global and innovative companies including Turkish Airlines Volvo EasyJet and McDonalds. Available with McGraw Hill's Connect the well established online learning platform which features our award winning adaptive reading experience as well as resources to help faculty and institutions improve student outcomes and course delivery efficiency. Encyclopedia of Multimedia Technology and Networking, Second Edition Pagani, Margherita, 2008-08-31 Advances in hardware software and audiovisual rendering technologies of recent years have unleashed a wealth of new capabilities and possibilities for multimedia applications creating a need for a comprehensive up to date reference. The *Encyclopedia of Multimedia Technology and Networking* provides hundreds of contributions from over 200 distinguished international experts covering the most important issues concepts trends and technologies in multimedia technology. This must have reference contains over 1 300 terms definitions and concepts providing the deepest level of understanding of the field of multimedia technology and networking for academicians researchers and professionals worldwide. Controlling and Berlin Balanced Scorecard Approach Wilhelm Schmeisser, Lydia Clausen, Rebecca Popp, Carsten Ennemann, Olaf Drewicke, 2012-09-17 The Harvard Balanced Scorecard model by Kaplan and Norton wishes to make strategies communicable and more manageable for companies across all management levels within the company. To this effect the balanced scorecard is a qualitative controlling or performance management instrument. **ACCA Paper P3 - Business Analysis Practice and revision kit** BPP Learning Media, 2012-01-01 Many candidates find business strategy questions particularly difficult since there is rarely a single correct solution to work towards. The examiner reviewed P3 Practice and Revision Kit addresses this by providing guidance explaining different valid approaches. It emphasises and demonstrates how to make sensible and practical suggestions that are both theoretically sound and relevant to the questions.

the Examiner is likely to set      **The Application of Balanced Scorecard in Hospitality Industry** Caroline Mutuku, 2018-05-28 Seminar paper from the year 2018 in the subject Economy Health Economics grade 1 language English abstract This essay will focus on the use of BSC in the hospitality industry and our case study the Hilton Hotels worldwide The essay will show how BSC has been used in Hilton Hotel to measure the company performance It will also discuss how the management compensation plan has been linked with the BSC The increase in competition in the hospitality industry for instance in the hotel sector has attracted interest in quality improvement and implementation of performance measurement systems in these organizations so as to achieve a competitive advantage in the global market A good example of the performance measurement system is the use of the Balanced Scorecard BSC to translate the strategic goals of the company for instance research and development into performance measures Continuous quality improvement in the hospitality industry is essential and it has been used by managers to measure their performance in four different perspectives customer financial internal business process and learning and innovation BSC is important to managers because it helps them achieve their strategic goals in one area without having to hurt the other area On that note BSC has been used by managers to overcome strategic management problems because BSC is strategy driven hence important in the implementation of a business strategy      Accounting Principles Jerry J. Weygandt, Paul D. Kimmel, Donald E. Kieso, 2010-12-20 Weygandt s Accounting Principles introduces challenging accounting concepts with examples that are familiar to accountants The new edition has been updated with the latest IFRS IASB standards Additional coverage is included on foreign currency translation and LCM More discussions focus on risk management as a result of the financial crisis The examples also emphasize current examples in order to help accountants make the connection to their everyday lives      **Balanced Scorecard and Supply Chain Performance. The Case of the Kenya Nut Company** Branice Ashioya, 2015-01-26 Master s Thesis from the year 2015 in the subject Business economics Supply Production Logistics course masters in business administration language English abstract The study sought to determine the Balanced Scorecard measures on supply chain performance at Kenya Nut Company The objectives of the study were to establish the extent to which the BSC measures have been used at KNC and the challenges faced in implementing the BSC The research design involved a case study of employees at KNC Data was collected using a questionnaire that was administered through a drop and pick method Tables graphs and regression analysis were used to present the findings The study established that the BSC measures are greatly used to establish the supply chain performance at KNC Some of the measures that are extensively used include percentage of sales margin profit margin range of products offered accuracy of forecasted demand level of partnerships with suppliers among others It was also established that some critical measures have not been intergrated into the organization These measures can greatly improve the performance of KNC and overcome its challenges of slow production growth lack of customer awareness poor information systems and high processing costs This measures include return on supply chain assets cost per operation hour order lead

time product development life cycle The study also established some of the challenges faced in implementing the BSC such as too much time in developing and updating the BSC too many measures being used and difficulty in determining the measures It was also clear that there was a very significant relationship between BSC measures and supply chain performance represented by R<sup>2</sup> value of 0.73 which translates to 73% variance explained by the four independent variables of financial measures customer satisfaction internal business processes learning and growth Further research can be done on the same study but to a wider group of companies to establish whether the BSC measures are used It has also been recommended that other organizations embrace the BSC measures to embrace the benefits such as product leadership improved flexibility and increased information capital among others The challenges affecting KNC in implementing the BSC should be monitored so that KNC can fully adopt the BSC in its supply chain

### **Effectiveness of the Balance Scorecard in Enhancing Efficiency in Customer Service Department of Organizations [MBA Thesis accompanied by a**

**CD-ROM]**, 2014 The general objective of this study was to determine the effectiveness of the balance scorecard in enhancing efficiency in customer service department of organizations The study was guided by the following specific objectives to determine the effects of the balanced scorecard on funding and financial stability on business operations to determine the extent to which the balanced scorecard affects customer focus and customer satisfaction in determination of success of the business and to determine how well human resources development in terms of learning and growth perspective of the balanced scorecard constitute the essential foundation for success of any knowledgeable worker organization In order to achieve the above the study adopted a descriptive research design in order to obtain the data that is necessary This in essence helped to facilitate the collection of the primary data as a way of achieving the research objectives The population under study was 200 employees of commercial banks and microfinance institutions that employed the balance scorecard In order to determine the sample size the study adopted a non probability sampling technique in the form of random sampling The sample size selected was of 100 respondents which was drawn from the banks and micro finance institutions The collection of the primary data was done using structured questionnaires which were pilot tested so as to ensure that there was reliability as well as validity Data analysis was done using Microsoft Excel as well as SPSS in order to generate the descriptive statistics for instance frequencies and percentages The presentation of the results was in form of figures and tables The study revealed that the balance scorecard enhances financial stability Additionally majority of the respondents are totally satisfied with the financial evaluation process by use of the balance scorecard It was also revealed that indeed majority of the respondents were very happy with the aspects of the financial perspective of the balance score card Reliable funding was the best ranked followed by accuracy speed timely funding adequate funding accountability and transparency effectiveness of the balance score card as well as cost of funding The study findings on the impact of the balance scorecard on customer focus and customer satisfaction revealed that there is a positive relationship between the

balance scorecard on customer focus and customer satisfaction. Additionally, it was revealed that respondents agree that they face challenges when ensuring customer satisfaction. Further, the study established that majority of the respondents agree that indeed the balance scorecard is effective. Customer service perspective of balance scorecard is user friendly. Customer service perspective of balance scorecard is accurate. Customer service perspective of balance scorecard is reliable. And finally, customer service perspective of balance scorecard is flexible to change. The study further revealed that the areas that require improvement include frequency of training, mode of training, availability of appropriate learning materials, cost of training, quality of information, accessibility to the information, fast reliable data up to date data, as well as the learning process evaluation. The study concludes that the balance scorecard enhances financial stability, promotes customer satisfaction and learning and growth in an organisation by ensuring training and employee evaluation is done regularly and consistently. Additionally, the research also concluded that most employees face challenges when ensuring customer satisfaction. The balance scorecard establishes that the most efficient and profitable way to operate a business is to give everybody in the company a voice in saying how the company is run and a stake in the financial outcome, whether good or bad. The study recommends the need for organizations to implement the balance scorecard so as to be able to track financial results while simultaneously monitoring progress through building the capabilities and as well acquiring the intangible assets that they would need for future growth. This will go hand in hand in ensuring that there is improved performance in all sectors of the economy and hence promote the growth of various industries. The balance scorecard should help improve communication between the management and customers in order to improve on the quality service so as to satisfy their customers' needs. The management needs to pay much attention on the customer complaints in order to satisfy the customers' expectation. The firms should pay attention to those features that contribute to customer satisfaction such as loyalty retention rates which are rated very little weak.

**Building a Successful Customer-service Culture** Maxine Melling, Joyce Little, 2002. Focusing on hybrid library and information services, this management guide takes a practical and strategic approach to developing a customer service culture in both the physical and virtual library environment.

**Performance Leadership: The Next Practices to Motivate Your People, Align Stakeholders, and Lead Your Industry** Frank Buytendijk, 2008-10-19. Why do so many scorecard projects fail? Why do managers treat information as a source of power to be protected instead of an asset to be exploited? Clearly, there has to be a better way of managing performance. After witnessing countless initiatives fail, Oracle thought leader and former Gartner analyst Frank Buytendijk challenges conventional wisdom on the best practices of performance management and developed a new framework that predicts and improves organizational behavior which in turn maximizes business performance both inside and outside an organization. In *Performance Leadership*, Buytendijk takes a breakthrough approach that focuses on people's behaviors both within and outside of the organization. He presents the next practices of performance management, revealing that the trick is to focus on human behaviors to create strategic alignment.

across the organization After reviewing the most popular methodologies today Frank shows how predicting and correcting human behaviors is the key to achieving your desired results Performance management is intended to support decision making manage business operations and drive people s behavior In most cases however the behavioral side is forgotten The framework in Performance Leadership enables you to Motivate your people to follow a common path Avoid dysfunctional behaviors Create strategic alignment all people taking the right actions Raise the bar of expected performance Full of case studies practical examples and unconventional thinking Performance Leadership will help you create better management processes and performance indicators that will help you make the most of your scorecards and strategic plans Our changing performance landscape is still evolving as it continues to be formed by strict regulations on compliance and transparency a global economy social pressures of greater corporate responsibility and a wave of new business innovations In this ever changing new business environment Performance Leadership is a forward thinking road map you cannot afford to be without

Strategic Management Gregory G. Dess, Theodore Peridis, G. T. Lumpkin, 2005-12 Your Competitive Advantage for Strategic Management Rising to the top in any business involves getting others to recognize your value This is your competitive advantage In the business of strategic management your first lesson in gaining a competitive advantage is choosing the right textbook Strategic Management Creating Competitive Advantages helps you rise to the top more quickly and more securely climbing the ladder of success rung by rung and avoiding missteps on your way up Organized around the traditional sequence of topics and concepts in strategy the Canadian Edition of Strategic Management Creating Competitive Advantages focuses on contemporary topics in intellectual capital entrepreneurship globalization and ethics giving each step equal consideration With a schematic chapter map and chapter objectives designed to keep you oriented and real life examples and cases developed to give you a view of how strategic management is done rightly and wrongly in Canadian and world business this Canadian Edition is your guide to climbing the ladder to success Introduction to Accounting Penne Ainsworth, Dan S. Deines, 2007 This textbook integrates financial and managerial accounting as opposed to keeping these areas separate the approach followed by most books and curriculums By integration we mean the authors focus on the business process and examine the activities from both an external financial reporting perspective and an internal management decision making perspective The text incorporates real world applications including actual financial statements to reinforce the relevance of topics to real business situations and promote student interest The text also promotes active learning through Enhance Your Understanding probing questions placed sporadically throughout many chapters Of Interest boxes that provide additional information relating to the chapter concepts new Fast Fact boxes that provide additional information related to chapter concepts in a short trivia like manner and end of chapter group exercises *Market Intelligence*, 2004 *Economic Bulletin* Singapore International Chamber of Commerce, 2000 **Business Horizons** Kelly School of Business, 2002 **Understanding Management** Richard L. Daft, 2003-05 **Encyclopedia of Management**

,2009 Covers numerous topics in management theories and applications such as aggregate planning benchmarking logistics diversification strategy non traditional work arrangements performance measurement productivity measures supply chain management and much more      PHR/SPHR Professional in Human Resources Certification Practice Exams Tresha Moreland,Gabriella Parente-Neubert,Joanne Simon-Walters,2014-07-04 Don't Let the Real Test Be Your First Test Based on the HR Certification Institute's Professional and Senior Professional in Human Resources bodies of knowledge this practical guide contains 600 realistic practice exam questions to prepare you for these challenging certification exams To aid in your understanding of the material in depth explanations of both the correct and incorrect answers are provided for every question A valuable pre assessment exam tests your readiness and identifies areas requiring further study Designed to help you pass the exams this is the perfect companion to PHR SPHR Professional in Human Resources Certification All in One Exam Guide Covers all PHR and SPHR functional areas including Business management and strategy Workforce planning and employment Human resource development Compensation and benefits Employee and labor relations Risk management Electronic content includes All 600 practice exam questions from the book in the Total Tester exam engine test yourself by exam topic or take complete exams      **International Journal of Business Performance Management** ,1998

**Meeting the Challenges of Performance-oriented Government** Kathryn E. Newcomer,2002



## Unveiling the Energy of Verbal Beauty: An Emotional Sojourn through **Customer Service Perspective Balanced Scorecard**

In some sort of inundated with monitors and the cacophony of instantaneous communication, the profound energy and psychological resonance of verbal beauty frequently disappear into obscurity, eclipsed by the constant assault of noise and distractions. Yet, set within the musical pages of **Customer Service Perspective Balanced Scorecard**, a fascinating function of fictional beauty that impulses with fresh thoughts, lies an unforgettable trip waiting to be embarked upon. Written with a virtuoso wordsmith, this exciting opus guides visitors on an emotional odyssey, softly revealing the latent possible and profound impact embedded within the elaborate web of language. Within the heart-wrenching expanse with this evocative examination, we will embark upon an introspective exploration of the book is key subjects, dissect its interesting writing type, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

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