

Gain Competitive Advantage with Strategic IT Management Solutions

In today's rapidly evolving digital landscape, organizations are continuously seeking ways to enhance their operational efficiency and maintain a competitive edge. One of the most effective ways to achieve this is through **strategic IT management**. At Knowsys Group, we understand that effective IT management is not just about keeping systems running; it's about leveraging technology to drive business growth, mitigate risks, and improve overall performance.



The Importance of Strategic IT Management

Strategic IT management encompasses a comprehensive approach to aligning technology with business objectives. It involves the careful planning and execution of IT initiatives that support the overall goals of the organization. As businesses adapt to changing market conditions and technological advancements, having a robust IT strategy becomes paramount.

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Leveraging Technology for Measurable Results

Servicequality Solution Using Service Management To Gain Competitive Advantage

Waldemar Karwowski



Servicequality Solution Using Service Management To Gain Competitive Advantage:

The Service/quality Solution David A. Collier, 1994 The Service Quality Solution presents a clear framework for building competitive advantage and surviving the pressures within today's marketplace Throughout this pioneering book author David A Collier demonstrates how to think service managements cultivate this service commitment within the work force and add value to your company's products and services thus distinguishing them from your competitors *Service Quality and Customer Satisfaction in Private and Public Sector Banks in Kerala: A Comparative Study* Laly Antoney, Prem Jose Vazhacharickal, Quality and satisfaction are the key indicators of corporate competitiveness Measurement of customer satisfaction based on the service quality is to be done independently and objectively to establish baseline for improvements in service delivery Assessing customer satisfaction periodically allows bank management and policy makers to identify customers needs expectations perception and the perception expectation gaps The current study covers a comparative analysis of service quality and customer satisfaction among the customers of public and private sector commercial banks in Kerala The research questions that are addressed in this study are on expectations and perceptions of retail customers from their preferred banks relationship between service quality and customer satisfaction and the difference between the satisfaction level among private and public sector banks in Kerala In order to answer the above research questions the problem is stated as Service Quality and Customer Satisfaction a Comparative Study between Public Sector and Private Sector Banks of Kerala A descriptive and analytical research was carried out by collecting responses from customers of three prominent banks from private and public sector each This was done through an online structured questionnaire based on SERVQUAL model during July 2015 to July 2016 prior to SBI consolidation Primary data is analysed using SPSS V 21 Kolmogorov Smirnov Test for the Normality is used to ensure normality of data distribution Cronbach Alpha coefficient is used to measure reliability and validity is tested with the panel of experts Mean S D percentage cross tabulation are used for descriptive and univariate analysis Structural Equation Modelling Confirmatory Factor Analysis and regression path analysis are used to conduct inferential and multivariate analysis Z test Independent T Test Chi Square ANOVA Pearson Correlation and post hoc tests are used for testing of hypothesis and comparative analysis Modelling is done using Structural Equation Modelling approach and Path Analysis The study reveals that the antecedents of customer satisfaction of retail banking customers of Kerala are reliability assurance empathy and tangibles Responsiveness dimension do not affect customer satisfaction of banks in Kerala There exists a gap between expected service quality and perceived service quality Study reveals that there is significant positive correlation between service quality and customer satisfaction in the retail commercial banking services in Kerala The level of customer satisfaction in public sector banks and private sector banks are not significantly different but same Similarly it is also found that there is no significant difference in the customer satisfaction between sample banks like State Bank of India State Bank of Travancore Canara Bank from public sector and

Federal bank South Indian bank and ICICI bank from private sector

Introduction to Service Engineering Waldemar Karwowski, 2010-01-12 What you need to know to engineer the global service economy As customers and service providers create new value through globally interconnected service enterprises service engineers are finding new opportunities to innovate design and manage the service operations and processes of the new service based economy Introduction to Service Engineering provides the tools and information a service engineer needs to fulfill this critical new role The book introduces engineers as well as students to the fundamentals of the theory and practice of service engineering covering the characteristics of service enterprises service design and operations customer service and service quality web based services and innovations in service systems Readers explore such key aspects of service engineering as The role of service science in developing a smarter planet Service enterprises including enterprise value creation architecture of service organizations service enterprise modeling and the application of methods of systems engineering to services Service design including collaborative e service systems and the new service development process Service operations and management including service call centers Service quality from design operations to customer relations Web based services and technology in the global e organization Innovation in service systems from service engineering to integrative solutions service oriented architecture solutions and technology transfer streams With chapters written by fifty seven specialists and edited by bestselling authors Gavriel Salvendy and Waldemar Karwowski Introduction to Service Engineering uses numerous examples problems and real world case studies to help readers master the knowledge and the skills required to succeed in service engineering

New Service Development James A. Fitzsimmons, Mona J. Fitzsimmons, 2000 This text addresses the issues of how to develop new service products where the concept of service has moved from transaction to experience The authors draw upon the expertise of internationally recognised authors

Quality in Health Care Manouche Tavakoli, 2019-07-15 This title was first published in 2001 Enhancing the quality of health services remains a key challenge for all health systems whatever their stage of development This collection of leading edge research from Europe and America explores both quantitative and qualitative approaches to identifying and remedying deficiencies in health care

Setting Customer Service Standards Carol A. Singer, 1994

Designing and Managing Industrial Product-Service Systems Petri Helo, Angappa Gunasekaran, Anna Rymaszewska, 2016-08-27 This book is dedicated to the issues and complexities of industrial services supply chain management It analyzes how the transition from products to services can be managed and how supply chains can be adjusted to reflect this new status quo The book begins with chapters examining product service systems structures and servitization the services infusion process Next it presents industrial services as marketing and operations strategy The focus shifts to service delivery and this chapter discusses how the actual operations take place This is followed by an examination of the role of technology and how connected assets are utilized by product vendors in value creation The book analyzes the transition from ownership to subscriptions in the pricing decisions chapter Then the value chain effects chapter

offers an overview of the mechanisms through which industrial companies are shortening the distance to end users and aim for a better position in the value chain Finally the conclusion addresses theoretical and empirical implications in the industrial services supply chain management

Knowledge in Servitization Management H. M. Belal,Kunio Shirahada,Michitaka Kosaka,Olatunde Amoo Durowoju,2022-11-24 The last two decades have seen a shift towards service based value in a process referred to as servitization Manufacturers have been challenged to create relevant knowledge and adapt to this change This book has two key purposes First of all the authors examine the theoretical underpinnings of knowledge management and servitization before proposing a conceptual model for knowledge co creation and organizational knowledge management processes Then the model is tested through a series of case studies from Japan and Malaysia providing insight into experiences of business transformation from produce centric to service centric in developed and developing Asian economies This book will be of interest to academics students and practitioners in servitization knowledge creation and knowledge management especially those interested in Asian economies

Service Science, Management and Engineering Bill Hefley,Wendy Murphy,2008-01-08 Increasingly academic and industrial leaders are recognizing that college graduates need new skills to address business and technical issues in a service business environment Because services depend critically on people working together and with technology to provide value for others these new skills include the ability to integrate across traditional disciplinary areas to obtain globally effective solutions Service Science Management and Engineering SSME is one such approach to properly focusing education and research on services and to preparing tomorrow s graduates to work in an expanding services economy Papers in this volume were developed from the 2006 conference hosted by IBM Service Science Management and Engineering Education for the 21st Century The book incorporates a variety of perspectives informed by an international background in SSME experience and education including management business social science computer science and engineering

Innovation Through Information Systems Frederik Ahlemann,Reinhard Schütte,Stefan Stieglitz,2021-10-15 This book presents the current state of research in information systems and digital transformation Due to the global trend of digitalization and the impact of the Covid 19 pandemic the need for innovative high quality research on information systems is higher than ever In this context the book covers a wide range of topics such as digital innovation business analytics artificial intelligence and IT strategy which affect companies individuals and societies This volume gathers the revised and peer reviewed papers on the topic Domain presented at the International Conference on Information Systems held at the University of Duisburg Essen in 2021

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