On a journey from service quality to quality culture

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Quality in services marketing

Product quality refers to the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs.

- Total quality management
- Return-on-quality
- Quality level
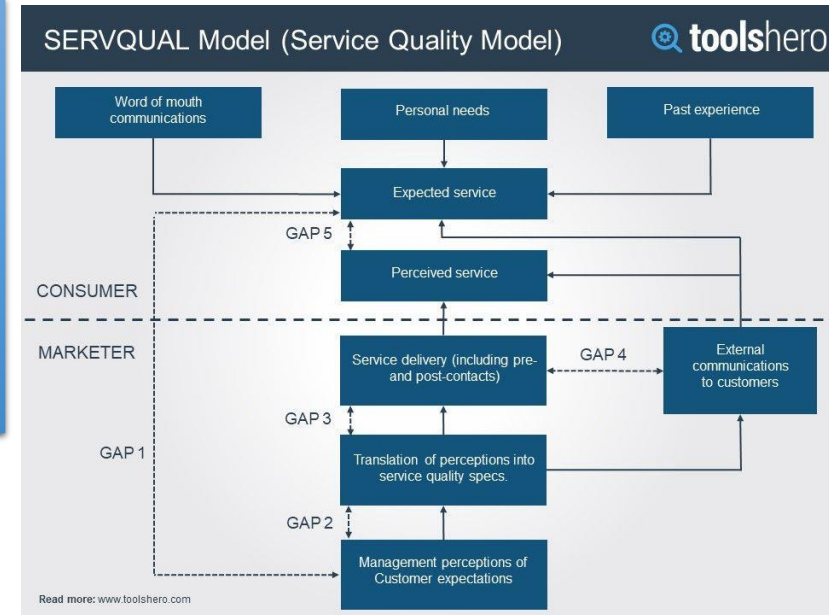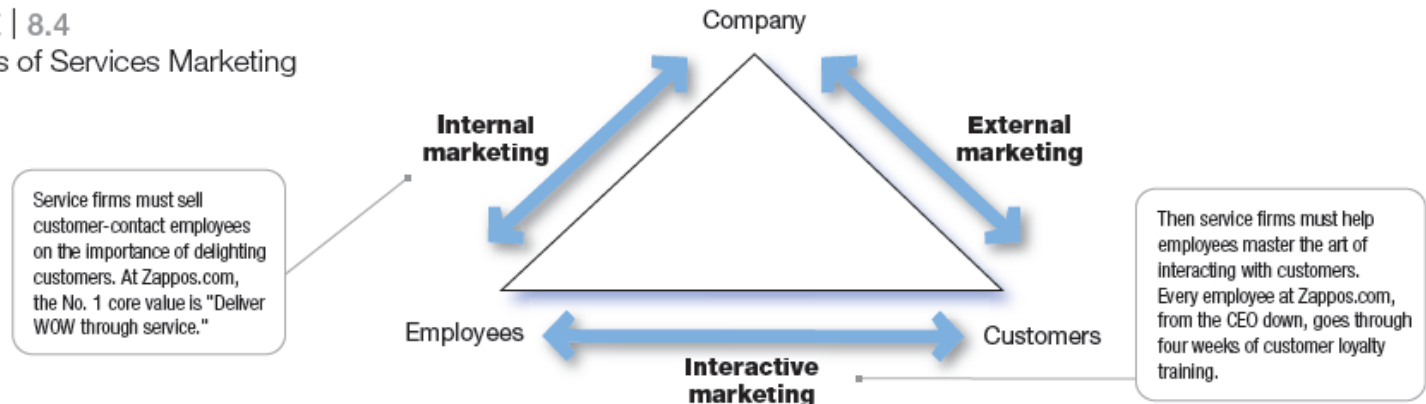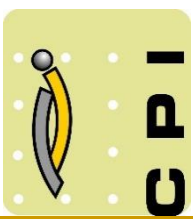- Performance quality
- Conformance quality

SERVQUAL Model (Service Quality Model) ⊕ **tools**hero

Word of mouth communications | Personal needs | Past experience

Expected service

GAP 5

Perceived service

CONSUMER

MARKETER

Service delivery (including pre- and post-contacts) — GAP 4 — External communications to customers

GAP 3

GAP 1

Translation of perceptions into service quality specs.

GAP 2

Management perceptions of Customer expectations

Read more: www.toolshero.com

● FIGURE | 8.4
Three Types of Services Marketing

Company

Internal marketing

External marketing

Service firms must sell customer-contact employees on the importance of delighting customers. At Zappos.com, the No. 1 core value is "Deliver WOW through service."

Then service firms must help employees master the art of interacting with customers. Every employee at Zappos.com, from the CEO down, goes through four weeks of customer loyalty training.

Employees

Interactive marketing

Customers

Quality in education

Key words:

- Quality assurance
- Quality indicators
- Quality committee
- Audits
- Self-evaluation
- Peer reviews
- Internal quality assurance system
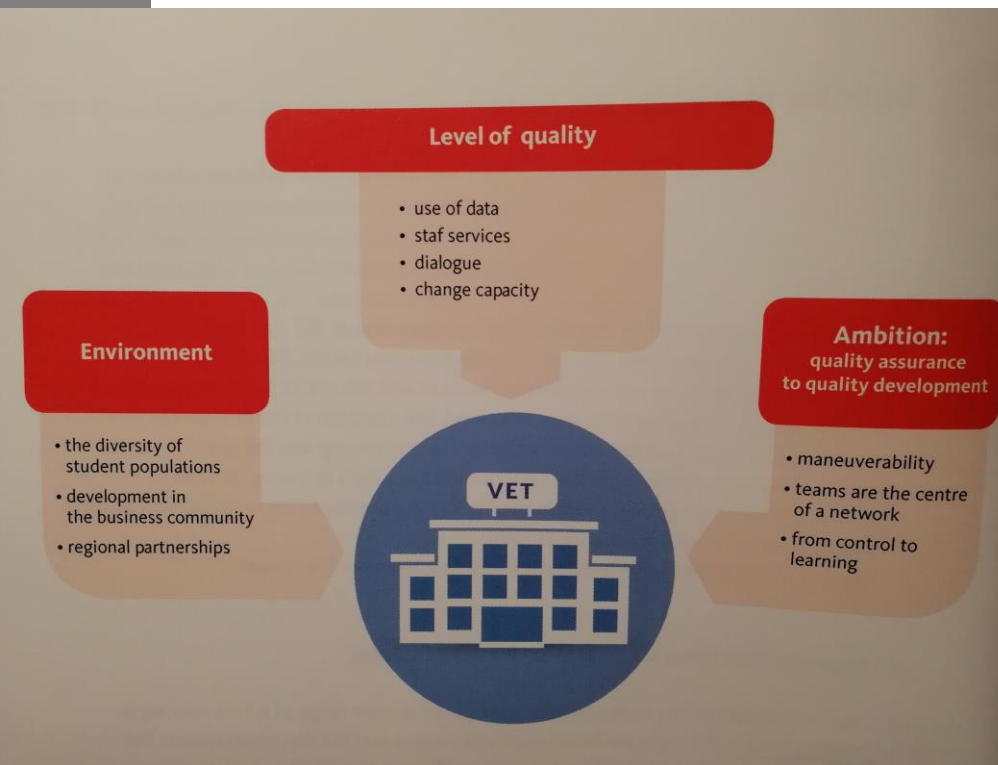- Quality assurance agencies

Quality culture

…refers to a particular mindset regarding quality and efforts to improve quality.

It describes the accepted, unified and mostly tacit way in which a group (a team of teachers, a school) strives to deliver quality in its teaching…

It is expressed in group's language, standards and customary behaviour.

Source: Quality in Colour, Building blocks for the future, MBO Quality Network, 2019
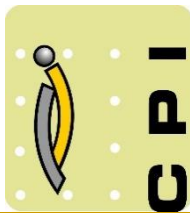
Movements from „ist" to „soll":

- From quality assurance to quality development
- From systems to processes and people
- From isolation to integration
- From control to learning
- From individual to collective ownership
- To networking (learning)
- Fixed course and future-oriented
- Consciously competent

Source: Quality in Colour, Building blocks for the future, MBO Quality Network, 2019

Quality in VET institute

Challenges:

- Mature organization after decade of stability faces dynamic changes in (business) environment
- Overload of projects, initiatives, special tasks inhibits R&D.
- New ideas and proposals confront robust and restrictive legal framework
- Role of schools: clients or partners?
- Diverse stakeholders with increasing expectations
- Inferior image of VET in public, media, even in professional community

Ideas for action:

- *Regrouping and activation of hidden resources*
- *Teambuilding and team working*
- *Enhanced communication*
- *Setting project priorities*
- *Digitalization and greater use of web*
- *Closer cooperation with legislators*
- *Integrating teachers as VET ambassadors*
- *Joint efforts in promoting VET as equal path of life-long learning*

From problem solving to appreciative inquiry!