A new model for service improvement design

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Abstract

As service sector plays a decisive role in economic development, it is widely
recognized that the success of the service sector is an essential factor in measuring an
economy's progress. Especially in today's competitive environment, delivering
superior service to decrease customer complaints and further increase customer
satisfaction and value is critical to a firm's sustainability. In fact, several researches
have proposed new SQ decision making models from customer perspective, and
valuable gap analysis (VGA) which integrates Kano's two-dimensional conception and
gap analysis to understand customer needs was confirmed to be effective on identifying
potential service failures (SF). However, each firm is constrained by limitations on the
resources they have available, which may bring some challenges for managers on
determining how resources are best deployed to improve SFs. Originally, quality
functional deployment (QFD) was used to ensure that the customer voice is
systematically deployed throughout all the stages of product planning and designing,
while now it has been applied as a highly effective means of acquiring strong service
influential technical characteristics that can achieve the target of satisfying customer

requirements and improving quality or customer satisfaction. Therefore, the aim of this
study is to integrate VGA and QFD to develop a new model for SF identification and
service improvement design (SID). The SID model was illustrated and validated using
data collected from Environmental Protection Bureau in Taiwan. All of the results will
be expected to give as the reference for managers and further researches.

Keyword：service improvement design (SID), valuable gap analysis (VGA), quality functional deployment (QFD)