

Gap Modell - Effektive Anwendbarkeit F¼r Dienstleistungsunternehmen?: Effektive Anwendbarkeit F¼r Dienstleistungsunternehmen - Linda Hieckmann

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Die Bedeutung von Dienstleistungen gewinnen in der Wirtschaft in zunehmendem Maße an Bedeutung. Eine hohe Dienstleistungsqualität stellt einen zentralen Wettbewerbsvorteil für Unternehmen dar. Die Ausrichtung des Dienstleistungsangebotes richtet sich so besonders auf den Kundenwunsch aus und fokussiert die Qualitätsorientierung. Hohe Kundenzufriedenheit und hervorragende Servicequalität sind für die heutige Serviceindustrie eine große Herausforderung. Demnach sind die meisten Unternehmen derselben Ansicht, dass die Qualität des Kundenservice den globalen Geschäftserfolg zu einem enormen Grad beeinflusst und zu den entscheidenden Strategien in Unternehmen zählt. Daher ist es für jedes Unternehmen unbedingt notwendig, die folgenden Fragen beantworten zu können: Welche Anforderungen stellen Kunden an Dienstleistungen und ihre Qualität? Wie beurteilen Kunden die Dienstleistungsqualität ihrer Anbieter? Wie können Unternehmen ihre Dienstleistungsqualität sicherstellen und präferbar machen? Author: Hieckmann, Linda Publisher: GRIN Verlag Illustration: N Language: GER Title: GAP Modell - Effektive Anwendbarkeit für Dienstleistungsunternehmen?: Effektive Anwendbarkeit für Dienstleistungsunternehmen Pages: 00017 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640449408 Category: Business & Economics : Management - General

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