

ABSTRACT

Growing and sustaining service excellence in the service sector is recognized to increase client satisfaction, which might result in higher profitability for the businesses. It enhances a business's worth and reputation and inspires the organisation to deliver services effectively. This study purposed to analyse what instrument to take in the practice of service excellence. In particular, it develops the corporate tools with service excellence characteristics, the difficulty in providing exceptional service, and the evaluation of service quality are the core elements of this thesis.

To examine various study factors, exploratory research is therefore required. Thus, with reference to the existing literature, this research was carried out using a qualitative method - case study. The implications for practitioners were discussed in this study. The author proposes a semi-structured interview, where the subjects to be examined are defined by a core set of questions, but there is also room for the interviewer or subject to immerse oneself in a thought or response. These are created to outline the methods required to implement service excellence practices within the organisation.

Although the definition of excellence is broader than it first appears, one important factor must still be taken into account: consumers are larger assets for practically all organisations, particularly service firms. It may be difficult to pinpoint exactly what the client wants and how to meet that expectation given that they are already residing in a continually changing environment. On the other hand, the primary barrier may also result from the internal environment, most likely the management system inside the organisation that outlines how interactions and interactions are carried out within the enterprises. As a result, the suggested model clarifies the relationships between service excellence, its causes, and its effects. It offers some more coherent understandings of the significance of controlling customer service experience, which may improve customer satisfaction and organisational competitiveness.

Keywords: Service Excellence, Customer Satisfaction, Service Culture, Service Quality