



The promotion of service excellence has increasingly become a talking point, as customers complain of the poor service delivered by employees. This is a matter that continues to raise its ugly head. In any country that boasts of being a service-driven economy, this development is one of grave concern.

Offering good service to customers, whether it is within the private sector or the public service, has to be seen as the best that can be had. It however starts with the establishing of a set of standards that management has the responsibility for developing and enforcing. If the customers' expectations are to be met, it means that management must have a good idea of what is required to promote the image and reputation of the enterprise or organization.

All workers are expected and required to give customer service. Service quality is important to the organization, as it is the quality of interaction between the customer and the individual rendering service that can make the difference in sustaining and driving new business. No customer, irrespective of colour, class, race, creed, ethnic origin, religious or political persuasion, should be denied good service.

Front-line workers are usually the recipients of hostility from customers who often accuse them of poor communication. More often than not, the apparent poor service can be attributed to factors such as the poor personality of the individual employee, the lack of training the employee has received, poor recruitment and selection on the part of the employer, the limitations imposed upon the employee to use his/her initiative and or

commonsense; particularly where the individual slavishly follows the instruction(s) given by the employer.

It is unfortunate that some employers are sometimes quick to lay the blame at the feet of their employees, when in fact the employer has failed to do what is required. Employer who expose their employees to training, can reasonably expect that the employees will delivery excellent service, and reduce the incidence of them receiving harsh criticisms and verbal abuse from the public when carrying out their assigned duties.

Customer can be justified in crying out for the delivery of poor customer services when their expectations are not met. It is understandable that the front-line employee will become the target of the annoyed customer. It is quite likely that despite how courteous the employees may attempt, they might not be spared the battering of the irate customers.

In a case like this, management must shoulder the responsibility for any such shortcoming. It is to be reinforced that management has a responsibility to keep operations running smoothly. If they are mindful of this, it is expected that they would be aware that should a customer have a bad service experience, the blamed could ultimately fall on the establishment or organization. To negate this, management should see play a decisive role in ensuring that service delivery meets with the enterprise's standards.

Management has a responsibility to create a more customer friendly experience. It may require that an environment is provided where employees are empowered to solve problems. Further, in responding to the challenges of the time, it is important to maintain the loyalty and commitment of employees. What better way to do this, but ensuring that employees feel respected and valued by setting the tone for good customer service.

Whatever the circumstances, employees should be mindful of the part they ought to play in ensuring that the customer has a pleasant experience; being satisfied with the service given. Providing prompt and reliable service, being courteous, polite, respectful and understanding are all what is expected in delivering excellence service.