

Operations Service Management

Name:

Institution

Introduction

Operations management is the process by which the managers in an organization ensure that all the services delivered by the organization are efficient using as little resources as possible. The essay uses the electronic business as the example in this case. Service people are the members of staff that help to attend to the clients or customers. In short they deliver the services. The frontline staff in an electronic is the service people that offer the services to the customers. They have the direct contact with the customers (Johnston, 2000).

Discussion

The staff members are usually under the pressure to ensure that the customers get quality services and there is total customer satisfaction. One of the pressures that the frontline staff faces is due to the nature of the assigned task (Johnston & Graham, 2008, p.237). The staff faces some customers who are very difficult to handle and they have a responsibility to ensure that the customers are content with their services. The customers at the electronic shops demand quick service and so the staff members must act swiftly to ensure that the services are fast and efficient. The pressure is more when it comes to the workload. This is due to the type of the service to be offered, the process involved in the service and the inputs to be used to offer satisfactory services (Teboul, 2006). Some of the services may be complex with complex processes thus demanding more from the staff members. This is the case if the competence of the customer has an effect of the frontline employee. The restaurant management is strict to ensure that the frontline members are constantly active to keep the customer flow. This increases the workload thus mounting a lot of pressure on the staff members. The staff is also under immense pressure to meet the performance objectives and to hit the targets. For instance the targets in the electronic business, the number of electronic

equipments sold may be the target. The frontline staff has to work excessively to reach the targets (Chester, 2005).

As a manager, to improve the customer service delivery, one should be an inspirational leader (Johnston & Graham, 2008, p.243). This means being an example to the staff members. This motivates the service people and thus results in efficient services. The manager can also encourage and provide support for a team working in the electronic business. This ensures that the services are efficient and the responsibilities are shared appropriately to make service delivery easier and quick. Services should also be well spelt to avoid neglecting responsibilities and avoid responsibility crashing in the organization (Kliger and Tweraser, 2010). This means clearly defining the responsibility of each staff member and the manner of executing the responsibility. The manger should also establish the best standards of staff discretion and create channels of effective communication between employees (Johnston and Graham, 2008, p.247). The manager should treat the staff with respect and ensure that their rights are observed. Communications ensures that the process of service delivery is effective and the customers at the electronics shop are satisfied (Furjanic and Trotman, 2000). The manager can also involve the staff members in the process of improving the service delivery. When the employees are part of the project, they are motivated and in return offer their best in terms of service delivery. This is a way of ensuring that the staff members have a share in the process and the customers (Tomkinson, 2007).

In conclusion, the process of service operations management is faced by some challenging pressures in the quest to improve the process of service delivery. The pressure may result due to a number of reasons like the task assigned to an employee and the work load (Cook, 2002). The organization management should ensure that the organization is well structured to ensure that there is good leadership and the roles are well defined.

References

- Chester, E. (2005). *Getting them to give a damn: how to get your front line to care about your bottom line*. Berkshire: Kaplan Publishing.
- Cook, S. (2002). *Customer care excellence: how to create an effective customer focus*. London: Kogan Page Publishers.
- Furjanic, S. W. & Trotman, L. A. (2000). *Turning training into learning: how to design and deliver programs that get results*. New York, NY: AMACOM.
- Kliger, M. & Tweraser, S. (2010). Motivating front line staff: For bottom line results. Retrieved from <http://www.mckinsey.com/practices/retail/knowledge/articles/Motivatingfrontlinestaff.pdf>
- Johnston, R. (2000). Service operations management: return to roots. Retrieved from http://www.ifm.eng.cam.ac.uk/ssme/references/Johnston_ref1_cambridgessme07.pdf
- Johnston, R. & Graham, C. (2008). *Service operations management: Improving service delivery*. Sydney: Prentice Hall.
- Teboul, J. (2006). *Service is front stage: positioning services for value advantage*. Basingstoke: Palgrave Macmillan.
- Tomkinson, R. (2007). *Shared services in local government: improving service delivery*. Hampshire: Gower Publishing Limited.

A rectangular button with rounded corners, filled with a solid orange color. The text "ORDER NOW" is centered on the button in a white, bold, sans-serif font.