



METADATA

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Abstract

During the last decades, a substantial growth of services is recorded at a global level. This fact necessitates a modern business mentality for the design and the provision of services. The book presents the management functions and further on it focuses on the service concept and the significance of service quality. In addition, crucial factors for the design and provision of services are described and discussed while the role and the need for cooperation among customer and service provider are highlighted for customer satisfaction

and loyalty. Modern systems and techniques for measuring and improving service quality as well as the process for the development of new services are also presented and discussed. The book aims to make readers become aware of the peculiar characteristics of service companies, able to apply modern management practices, know how they can design and provide quality services, understand how to measure and improve service quality by using scientifically documented methodologies and design new innovative services.

