



The Strategic Planning Group's

SERVICE QUALITY STRATEGY

Comprehensive process of determining your customer's preferences, service quality focus, standards and action plans

This shows our unique service quality "blueprint" process and service improvement model. We believe that senior executive need to understand customer preferences then determine what the company should stand for in service and develop a clear strategy or direction for all employees to understand. Then employee involvement is critical to any sustained quality effort and we use another unique process to engage employees and obtain their commitment to service excellence. The result is a pragmatic approach to building and implementing a service quality strategy from top to bottom.

