



Integrated Skills



How to improve Service Quality

Service Data as Service Intelligence

Stuart Henshaw
Business Development Director

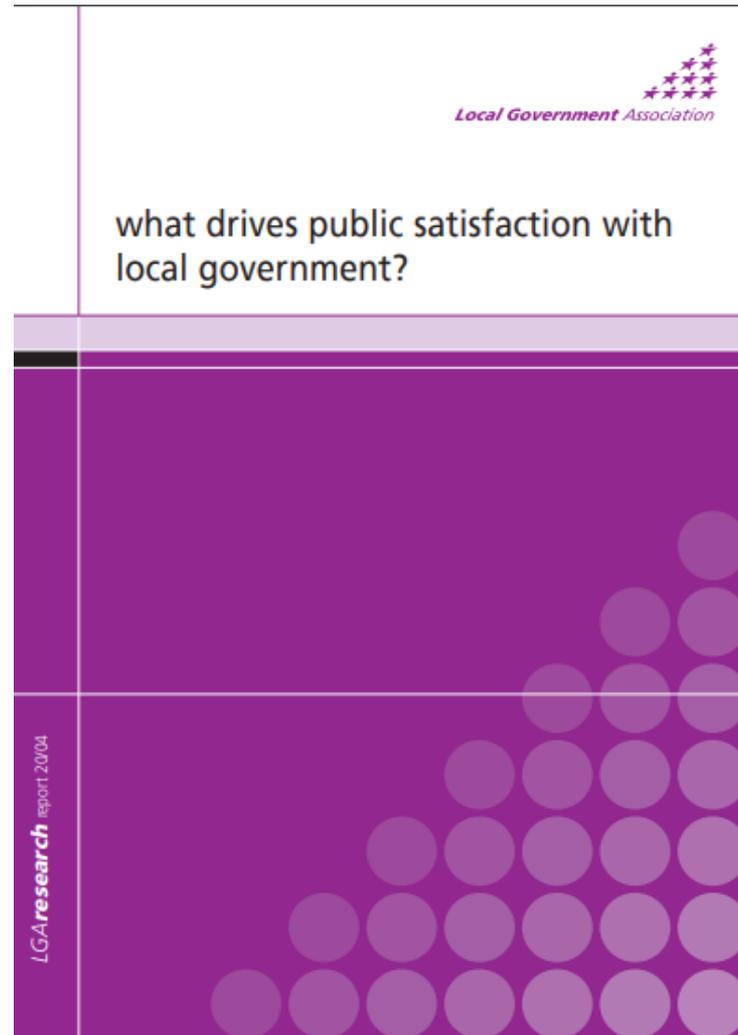
What is Quality Service?

Raising and maintaining service quality & communications

-  Contact is easy
-  Providing services people need/like
-  Provided regularly and reliably 'as expected'
-  Public know what and when to expect the service
-  Authority is responsive
-  'More' information is available about the service they receive
-  Public are told if something will not happen or about changes
-  Performance indicators



Why is Quality Service Important?



what drives public satisfaction with local government?

Implications for the LGA

The research highlights some key challenges facing the Local Government Association (LGA). The first is the need to formally agree, collectively, not only that the problem of poor perception exists, and damages the credibility of local government's arguments, but secondly that **collective** and **focussed** action is vital. While much has been achieved in the last seven years, only a radical shift has any chance of improving local government's reputation.

The obvious areas for focus in terms of building reputation among local communities are:

- streetscene and liveability services;

- communications - explaining effectively what is being delivered and how to get it;
- contact - exceeding expectations on responsiveness, empathy and getting things right first time; and
- perceived value for money, explaining clearly where money is going.

If local government collectively agreed to focus on delivering these services/aspects to a high standard, its reputation would improve.

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Why is Quality Service Important?



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Why is Quality Service Important?

- 🔧 Parcel and delivery industry Technology is reshaping public expectations of quality service



ServQual



Dr. A. Parasuraman

Dr. A. Parasuraman ("Parsu") is Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) at the School of Business, University of Miami. He has received many distinguished awards and recognitions for his scholarly contributions including being named as one of the "Ten Most Influential Figures in Quality" by the editorial board of The Quality Review (1988); the American Marketing Association's "Career Contributions to the Services Discipline Award" (1998); the Academy of Marketing Science's "Outstanding Marketing Educator Award" (2001); being named to the Chartered Institute of Marketing (U.K.)'s "Guru Gallery" profiling the 50 leading marketing thinkers worldwide (2004); the IIT-Madras "Distinguished Alumnus Award" (2005); the establishment of "The Parasuraman Service Excellence Research Prize" at the Hamdan Bin Mohammed e-University in Dubai to foster more scholarly research throughout the Middle East region (2008); the Society for Marketing Advances' "Elsevier Distinguished Scholar" award (2009); an Honorary Doctorate from Maastricht University in the Netherlands (2011); the Paul D. Converse Award for significant scholarly contributions to marketing (2012); and the Gil Churchill Award for Lifetime Contributions to Marketing Research (2013). Dr. Parasuraman has published over 130 articles in scholarly journals and has served as editor of the Journal of the Academy of Marketing Science (1997-2000) and the Journal of Service Research (2005-2009). He has authored several books, consulted with many companies, and conducted dozens of executive seminars on service quality, customer satisfaction and the role of technology in service delivery in many countries.

SQ=P-E

Service Quality = perceived Performance– perceived Expectation



Service Quality – the difference between expectation and performance



Service Quality:

The difference between expectation and performance



Perceived expectation



Service Quality:

The difference between expectation and performance



Perceived expectation



Perceived performance



Service Quality:

The difference between expectation and performance



Perceived expectation



Perceived performance

- **Ve Service Quality**



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Service Quality:

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Perceived performance



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Perceived expectation

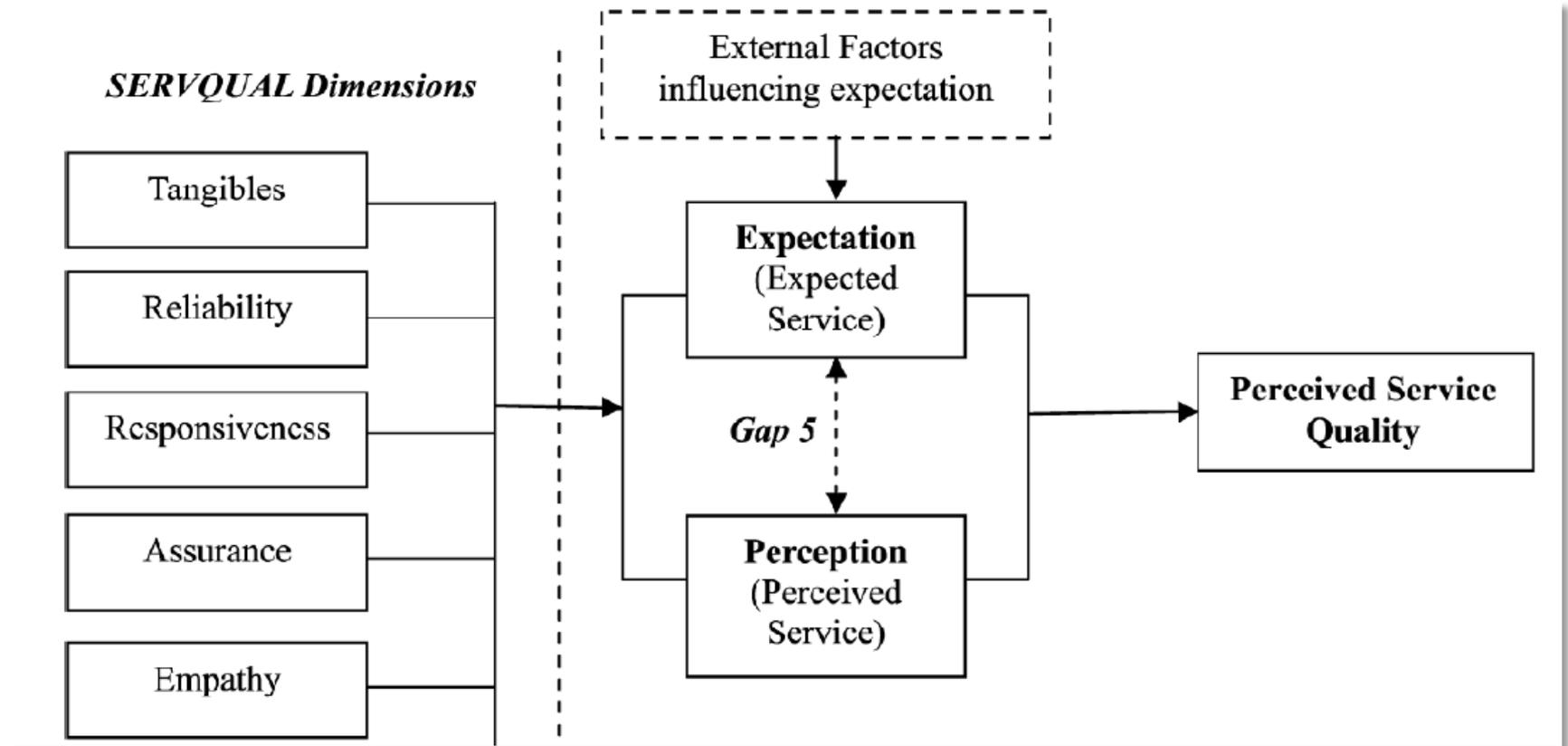


Perceived performance

+ Ve Service Quality



5 Dimensions of ServQual



<http://www.serviceperformance.com/the-5-service-dimensions-all-customers-care-about/>



 **Reliability** – doing the task accurately & dependably



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 **Assurance** – knowledge & courtesy of employees, who convey trust and confidence



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-  **Tangibles** – appearance of physical facilities, equipment, personnel, and communication materials
-  **Empathy** – caring individual attention the organisation provides its customers
-  **Responsiveness** – willingness to help customers and provide prompt service

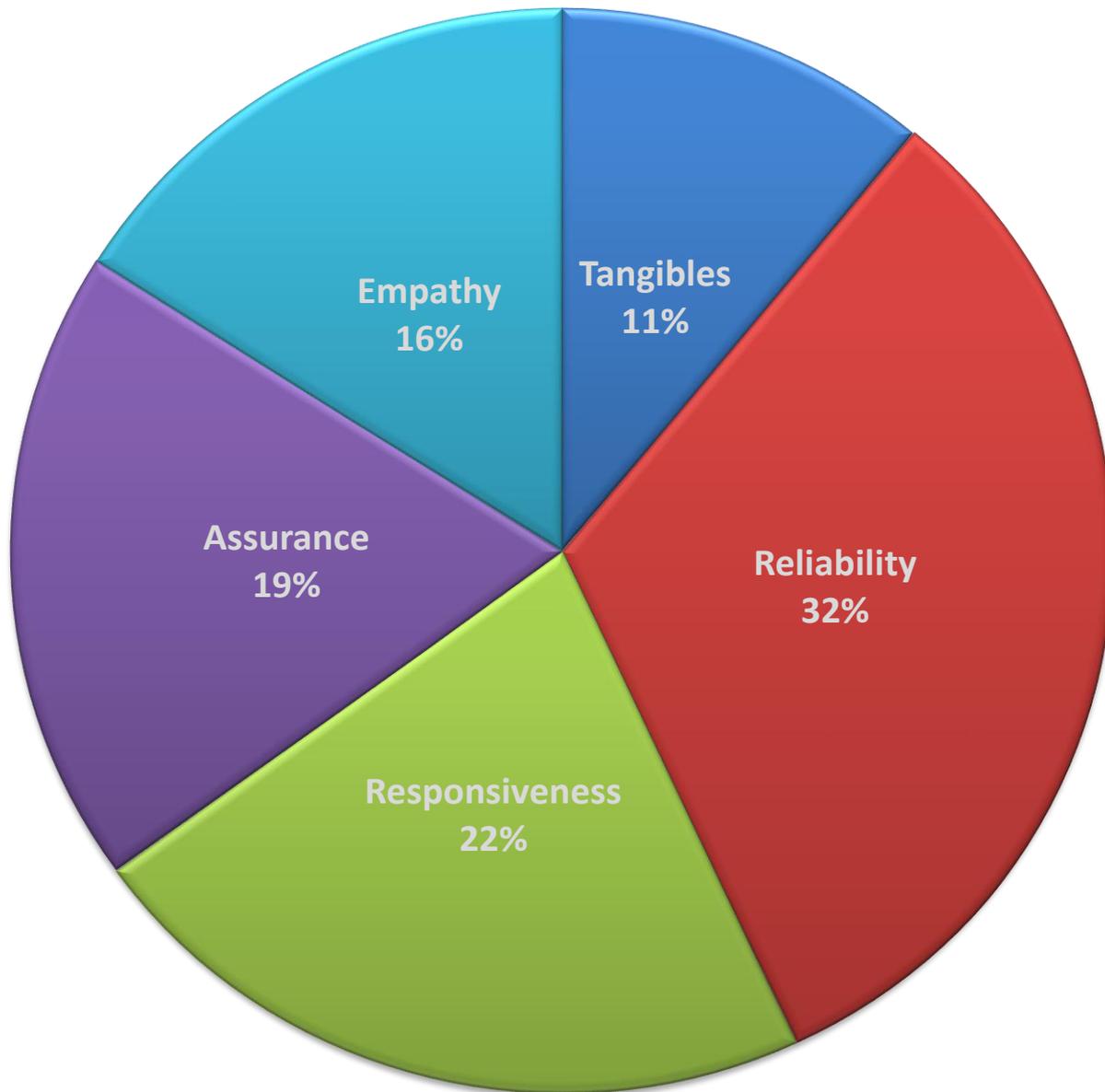


Major on the Majors & Minor on the Minors

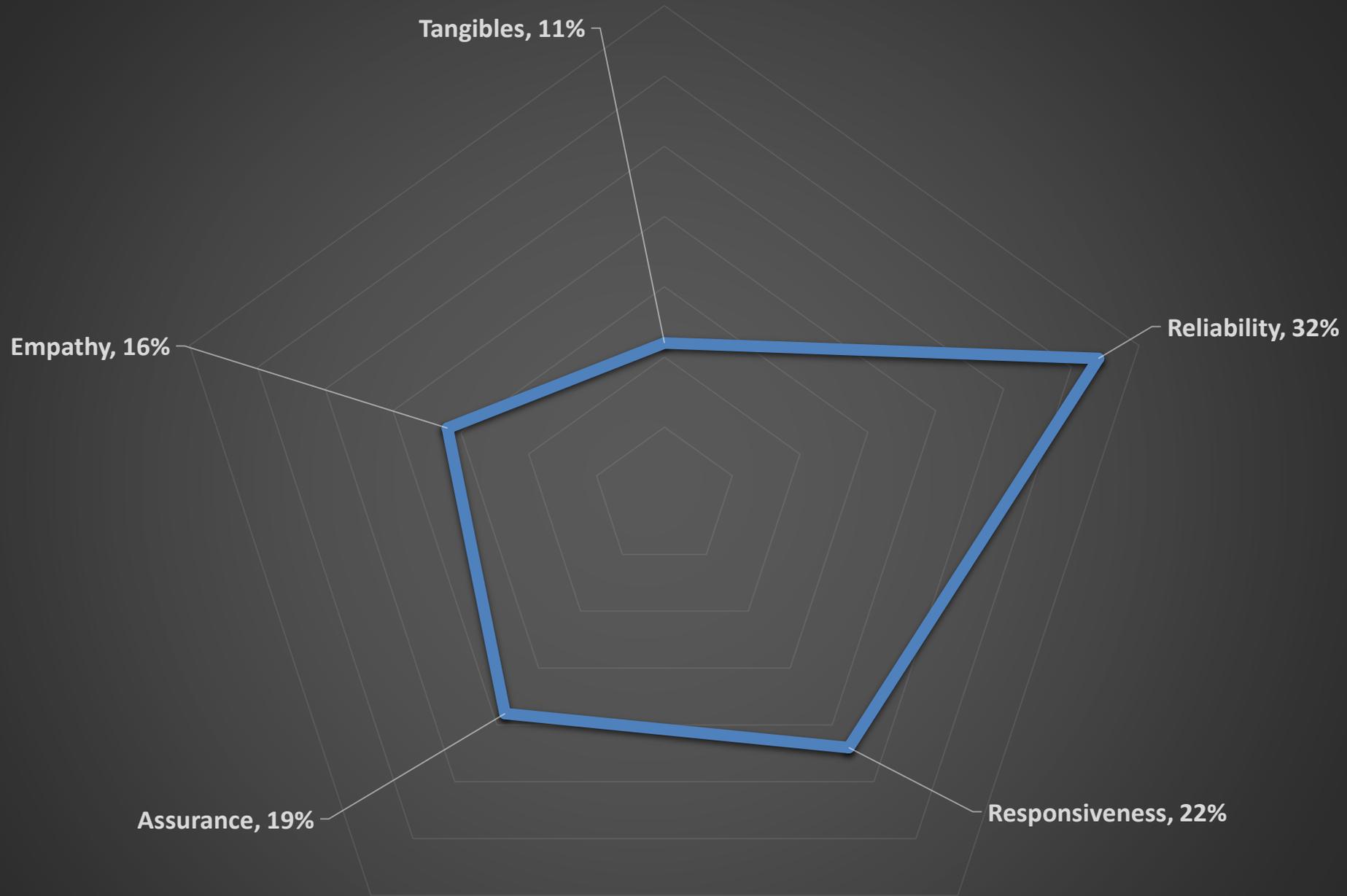
- Recognised 5 dimensions to service quality but not dimensions are all equal
- 100 points allocated to the 5 areas and found ...



SERVICE QUALITY

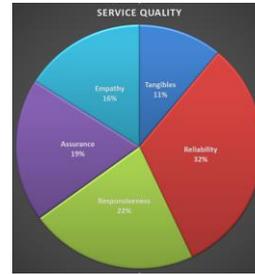


SERVICE QUALITY



5 Dimensions of Service Quality

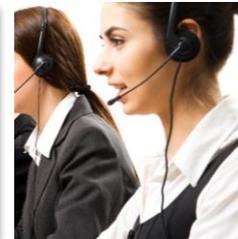
Reliability (32%)



Do what you say are going to do - when you say you are going to do it

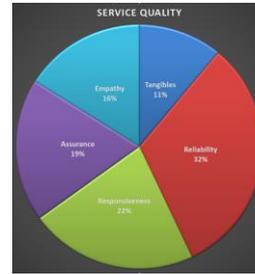
“3 x more important than shiny equipment or flashy uniforms”

- Well-planned, achievable routes,
- Non-serviced bins should be reduced to zero – technology exists
- with changes made as required – assisted collections are up-to-date
- Communicated to everyone Back office, drivers, CRM, public



5 Dimensions of Service Quality

⚙️ Responsiveness (22%)



⚙️ Respond quickly, rapidly, promptly, immediately

⚙️ Waiting a day doesn't make it – this is 1/5 of service quality

⚙️ Customers expect you to respond quicker than they do

⚙️ CRMs set up for immediate response - many Waste Service Departments are not there yet

⚙️ CRM Department driving Waste Service Improvement Projects

Stats all vehicles

Service Completion: 45%

Service Distance: 645.2 miles

Reports 26 51 236

- 0 hrs 4 min
Bin Not Serviced Brown | Bin Contaminated
30 Dunholme Road
Vehicle: Garden Waste 5227 [5227]
Route: Garden Live/G0802
- 0 hrs 13 min
All Blue Bins Contaminated
Linden Avenue
Vehicle: Recycling 5251 [5251]
Route: Recycling Live/R0804
- 0 hrs 1 min
Log As Serviced Green
Beal Terrace
Vehicle: Residual Live/5239 [5239]
Route: Residual Live/D0803
- 0 hrs 4 min
Log As Serviced Brown
Haddricksmill Road
Vehicle: Narrow Access 5459 [5459]
Route: Garden Live/G0804
- 0 hrs 11 min

FUSION Find Service Map Live View Manager Reporting Documents

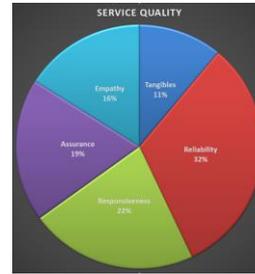
47 Reservoir Way, Newcastle upon Tyne, NE11 7JY

| Services | Monday | Tuesday | Wednesday | Thursday |
|---|--------|---------|-----------|----------|
| NCC_Hero Hero_Cin (Rev. 2) Route: 0013 Last Serviced: Unknown | | | Hero | |
| NCC_Large_Sweeping Large Waste Minor New (Rev. 1) Route: LHM010 Last Serviced: Unknown | | | SW | |
| Residual Waste Residual Live (Rev. 31) Route: 0029 Next Number of Assesst: 19 Last Serviced: 19 July 2017 13:31:08 | | | 0009 | 0009 |
| Garden Waste Garden Live (Rev. 14) Route: 0020 Next Number of Assesst: 19 Last Serviced: 19 July 2017 14:37:36 | | | Hero | |
| Recycling Waste Recycling Live (Rev. 32) Route: R020 Next Number of Assesst: 19 Last Serviced: 20 July 2017 16:16:30 | | | SW | 0009 |
| Service History Cannot Service Assist Blue Cannot Access Bin 21 Garden Way Vehicle: Residual 5424 | | | 0009 | 0009 |



5 Dimensions of Service Quality

 Assurance (19%)



 You are expected to be experts

 Know what you are doing



Know what you are doing: Tricky questions to ask internally

- ⚙️ Raising and maintaining service quality & communications both **internally** and to the public through Connected Technologies
 - ⚙️ Does everyone know what should happen?
 - ⚙️ Does everyone know that it happened?
 - ⚙️ How would people know if it didn't happen?
 - ⚙️ Who knows why it didn't happen?
 - ⚙️ Is there any action to take next?
 - ⚙️ Do we need to communicate anything with the customer as a result?



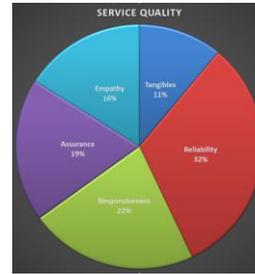
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 - ⚙️ **Key visibility of service data/intelligence**



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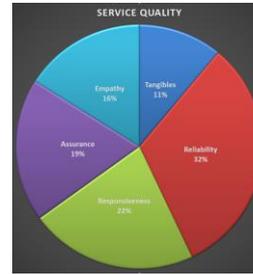
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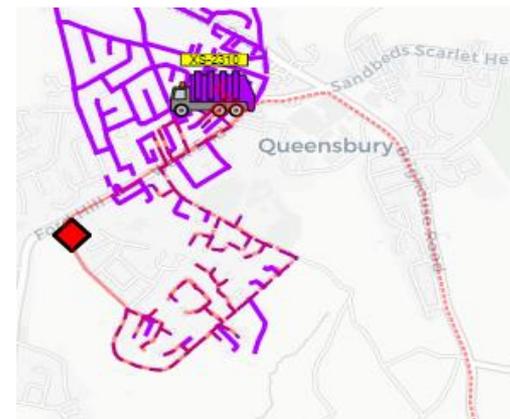
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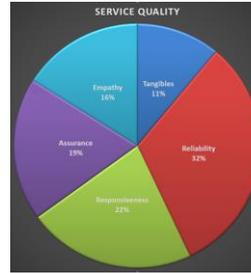
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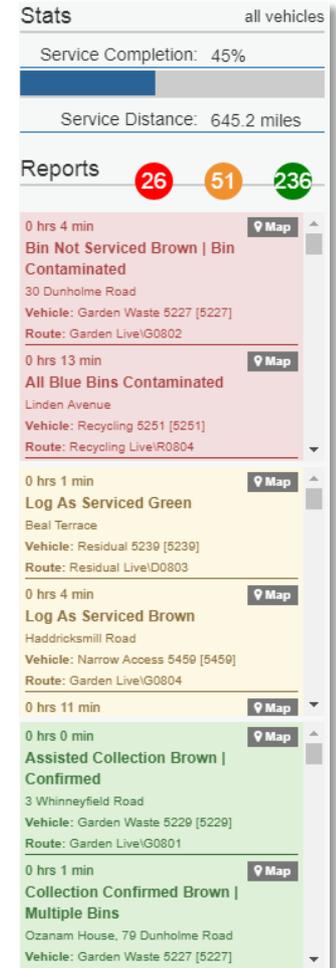
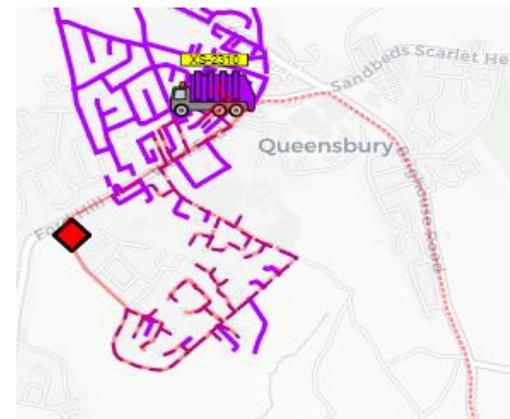
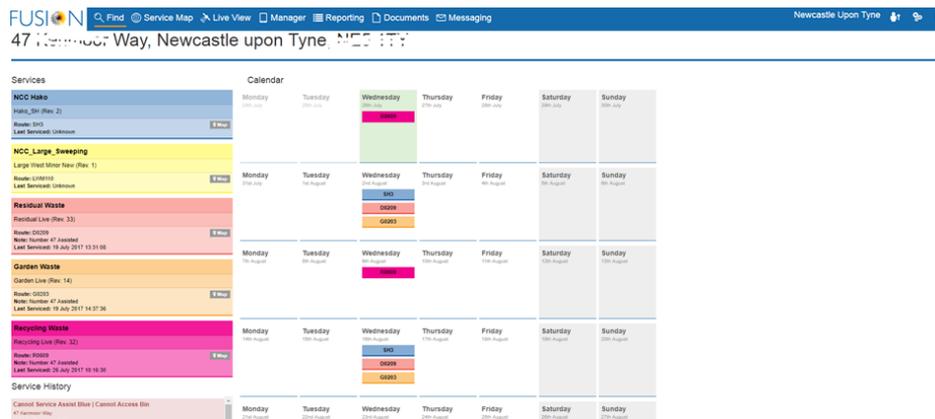
Empathy (16%)



Frontline staff training – rare?

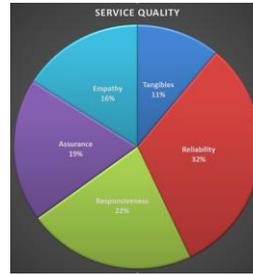
CRM staff training - standard

Real-time access CRM staff to service status/driver reports allows staff to present full story



5 Dimensions of Service Quality

⚙️ Tangibles (11%)



- ⚙️ Even though least important dimension – appearance matters
- ⚙️ Looking Sharp
- ⚙️ Smart vehicles, smart uniform, proper PPE
- ⚙️ Online presence now projects quality service cost effectively
 - ⚙️ Public know what is the service and when to expect the service
 - ⚙️ ‘More’ information is available about the service they receive
 - ⚙️ Public are told if something will not happen or about changes



Bin2Day Smartphone App

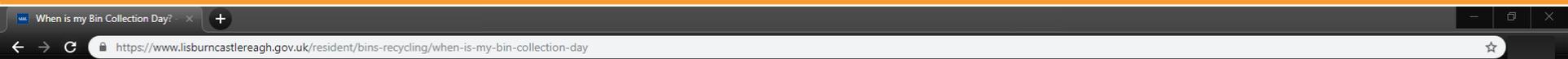
- Bin Collection Reminder
- 4 weeks collections
- More information on 'what goes in my bin'
- Multi-lingual
- URL links to Council website
 - "How are you performing?"
 - Garden waste payments due"

Impact

- Reduces missed bin costs
- Reduces contamination and costs



Public Facing Calendar



Leave your Comments,
Compliments & Complaints

Search the site



- Home
- Resident
- Business
- Things to do
- Council
- News
- Events
- Report, Pay, Apply
- Contact
- A to Z

When is my Bin Collection Day?

Recycling Hotline
028 9250 9453
recycling@lisburncastlereagh.gov.uk

Home > Resident > Bins & Recycling > When is my Bin Collection Day?

- Bins & Recycling
- When is my Bin Collection Day?
- Recycling Locations
- Bins and Kerbie Boxes - What Goes in them Explained
- Report Illegal Dumping or Litter Problems
- Recycling at Home
- Reuse Schemes in the Council area
- School Recycling Initiatives
- Waste Management Plan
- Frequently Asked Questions
- Binformation
- Get rid of Large Unwanted Household Items (bulky collections)

Bin Collection Dates

Please insert first line of address and post code in the search box below:

If you are unable to find your address listed above, or if the information shown does not reflect your regular services, please call us on 028 9267 3417 or email: opservices.reception@lisburncastlereagh.gov.uk

Missed Bin? - If your bin hasn't been collected please **report a problem**.



Public Facing Calendar

Bin Collection Dates

Please insert first line of address and post code in the search box below:

123 AVONMORE PARK

[Search again](#) 

Next Collections

[Thursday 15th November](#)



Landfill Collection

[Thursday 22nd November](#)



Recycling



Food and Garden Waste

[Thursday 29th November](#)



Landfill Collection



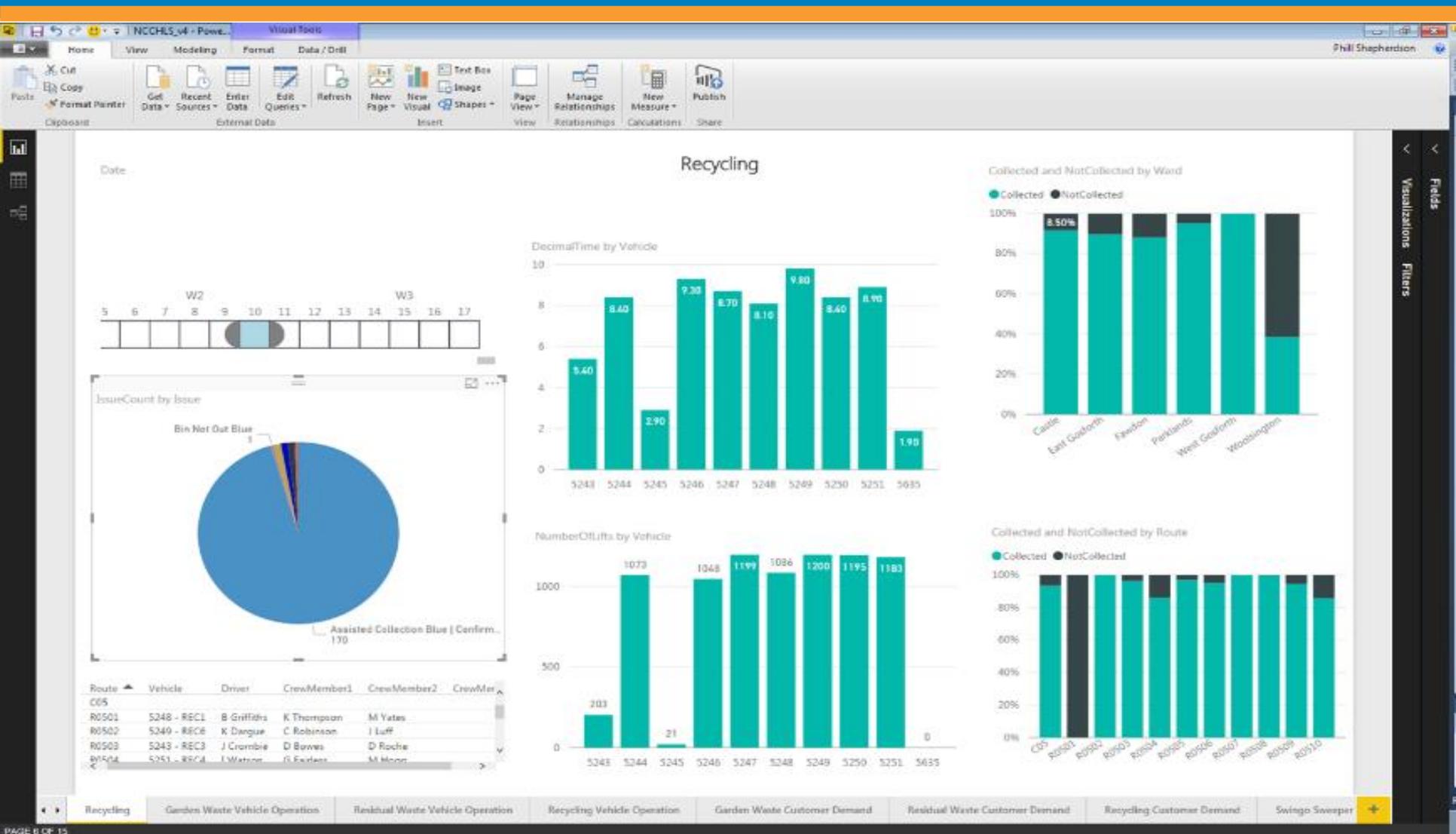
12/11/2018 - 16/12/2018



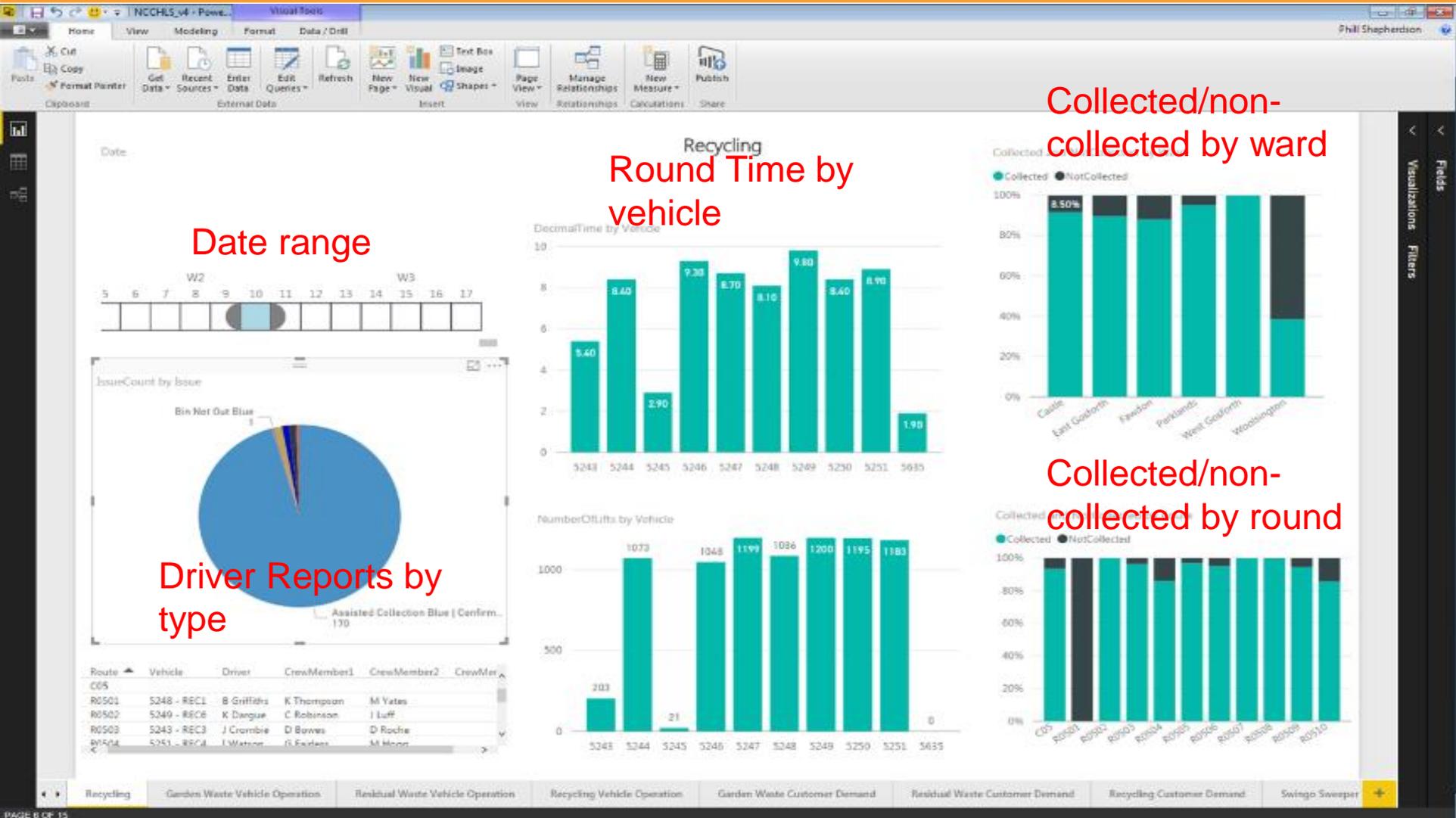
| Mon | Tue | Wed | Thur | Fri | Sat | Sun |
|--------|--------|--------|---|--------|--------|--------|
| 12 Nov | 13 Nov | 14 Nov | 15 Nov  Landfill Collection | 16 Nov | 17 Nov | 18 Nov |
| 19 Nov | 20 Nov | 21 Nov | 22 Nov  Recycling  Food and Garden Waste | 23 Nov | 24 Nov | 25 Nov |
| 26 Nov | 27 Nov | 28 Nov | 29 Nov  Landfill Collection | 30 Nov | 1 Dec | 2 Dec |



Communicating SQ to Elected Members

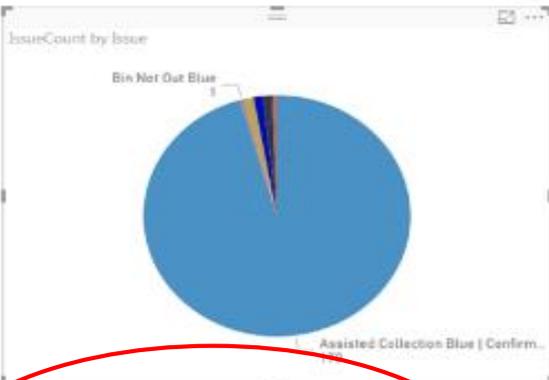
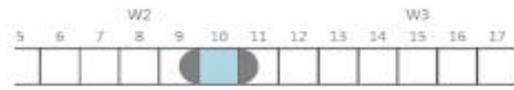


Fusion API providing Service Intelligence



Fusion API providing service intelligence

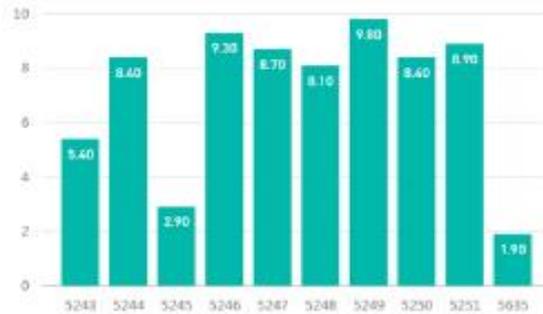
Linking data from peripheral systems – bin lift data, crew records



| Route | Vehicle | Driver | CrewMember1 | CrewMember2 | CrewMember3 |
|-------|-------------|-------------|-------------|-------------|-------------|
| CO5 | | | | | |
| R0501 | S248 - REC1 | B Griffiths | K Thompson | M Yates | |
| R0502 | S249 - REC6 | K Daegue | C Robinson | J Luff | |
| R0503 | S243 - REC3 | J Crombie | D Bowles | D Roche | |
| R0504 | S251 - REC4 | L Watton | G Foxdale | M Moon | |

Recycling

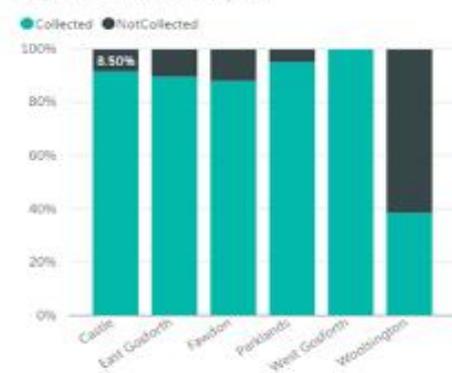
DecimalTime by Vehicle



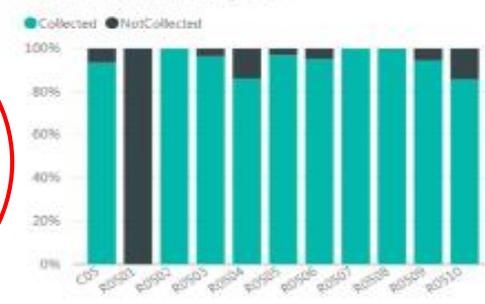
NumberOfLifts by Vehicle



Collected and NotCollected by Ward



Collected and NotCollected by Route



Quality Service - Summary

- ⚙️ Long term incentive to improve public satisfaction with Council – focus on street scene services
- ⚙️ There has been a revolution – rapid change in public expectation – delivery industry use of customer-faced technology
- ⚙️ Defining ServQual
- ⚙️ 5 dimensions are not all equal
- ⚙️ Your resources should be allocated in response to the relative value of the 5 ServQual dimensions
- ⚙️ Key in delivering ServQual is visibility of service data/intelligence





Integrated Skills



Thank you

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