

A study of Services Management and its Growth

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Abstract

The connections between businesses, their employees, and the people who buy their products or use their services have been the subject of several management theories and empirical studies. Important ideas, causal processes, and several levels of analysis need to be part of a cohesive framework for this body of work. You can improve the reliability and quality of the services your business receives using Service Management. IT acts as an intermediary between service providers and key actors in defining and fostering business development under this proactive and strategic model of IT governance. Simply put, service management is the practise of coordinating an organization's resources to meet the needs of its clients while exceeding their expectations for service quality.

Key Words: Services, Management, Integration, organizational etc

Introduction

Services may be thought of as "the application of specialised competence (knowledge and skills) through actions, processes, or performances for the advantage of another entity or for one's own interests," according to one definition. Service is intangible, has a wide variety of forms, and is both produced and consumed at the same time, making it ideal for a wide range of contexts including business, education, government, non-profit, and virtual environments. The quality of a customer's contacts with a company and its representatives has an impact on the customer's assessment and usage of the company's services; these evaluations and behaviours have an impact on the company's bottom line. In order to undertake a comprehensive study of service, "there must be a focus on both customer evaluations and reactions to service delivery (i.e., services marketing) and the processes that result in these findings" (i.e., services management). There are enough parallels in this research to use as the basis for a framework, even if an integrated theory of services management has not yet been produced. Almost everything that goes on in this industry revolves on the connection that exists between a company and its customers. Research tends to zero in on underlying factors deemed to have a significant bearing on the final results for consumers. This is consistent with what

has been theorised about the causes, intermediate steps, and outcomes of many organisational phenomena in the management literature.

Nature of services

It is essential to investigate the unique qualities of services in order to get insight into creative and forward-thinking management. It is common for managers to use methods and strategies designed for physical things to handle service marketing challenges. This may lead to poor service levels in many service businesses. Inadequate knowledge about the nature of services is to blame. To deal with services from an economic and marketing standpoint, our awareness of their qualities improves as well. Products, on the other hand, have a set of qualities that distinguish them from services.

- (i) “Intangibility
- (ii) Inseparability
- (iii) Heterogeneity
- (iv) Perishability
- (v) No Transfer of Ownership”

Growth of services Management

To satisfy man's physiological demands of food, housing, and clothes, manufacturing businesses arose. This led to a profusion of versions of the same product, as well as a slew of enterprises engaged in its production, as fundamental needs were met. It is possible to trace the rise of service industries back to the rise of the economy and the accompanying societal changes. Changes in the environment have pushed different sorts of services to the forefront of the economy. The confluence of these environmental factors creates a new form of service. The following variables are responsible for the development of a new product or service.

- **Consumer affluence:** These new industries, such as health clubs, domestic services and travel and tourism are increasing at a far quicker rate than ever before because of the growth in consumer incomes and the desire of consumers to spend their money on these new services and products. There has been a dramatic shift in the way families spend their money.
- **Working women:** Women have recently made significant inroads across a wide range of fields. Women's job performance in the banking, insurance, and aviation industries is extremely commendable. Female participation in practically all male-dominated pursuits is on the rise. Domestic activities, fast food restaurants, marital counselling, personal care,

financial services, merchandising, etc. have evolved in recent times as a result of the increased engagement of women in commercial operations.

- **Double income no kids (DINK):** There is a growing number of working couples who have opted not to have children at all. The dink movement continues to grow and expand around the globe. Because they've come to terms with the fact that having children would inevitably mean more responsibilities at home and less time for themselves, they've decided to put off starting a family. Whatsoever their lifestyles, they have a double income and no children, which has led to the development and expansion of services like entertainment, hotels and restaurants, career institutions, domestic services, vacation resorts, personal care, etc.
- **Leisure time:** “Travel agencies, resorts, hotels, and other forms of entertainment are in high demand since people have the leisure time to travel and vacation. Adult education, remote learning, part-time courses, and so on are needed for those who want to take advantage of this free time and better their professional chances”.
- **Greater life expectancy:** There has been a huge rise in the life expectancy of individuals all across the globe, save for a few underdeveloped nations. Because of advances in medical technology and increased public knowledge of health and education, this may be the case. As people live longer, new possibilities in healthcare, nursing care, entertainment, and other pastimes open up, as does the need for investment banking and other financial services.
- **Product innovations:** Consumers' priorities have shifted in recent years from price to quality. They are in desperate need of products of the highest quality, compliant with worldwide standards. Manufacturers have thus concentrated their efforts on quality improvement and innovation, among other things. Product innovation has led to the development of a wide range of new services. These include, but are not limited to, maintenance, repair, computing, education, and training.
- **Product complexity:** For example, water purifiers, microwave ovens, laptops, and other goods that need the expertise of trained professionals are increasingly being acquired by families, resulting in a demand for services. As items get more complicated, so does the need for qualified professionals to maintain them, as well as for related services like expert advice and counselling.
- **Complexity of life:** “For example, certain products and services have made human existence both easier and more complicated. Due to socio-economic, psychopolitical,

technical, and legal changes in society, life has grown more complicated. Services including legal assistance and tax counselling, as well as airlines and courier service providers, have emerged as a result of this.

- **New young youth:** Every new generation has its own unique traits and preferences when it comes to daily activities and habits. People of different generations have vastly different perspectives on everything from their daily routines to their ideals in the workplace to their outlooks on life in general. There are more chances for services like entertainment, quick food, computers, travel, picnics, educational institutions and counselling because of the current generation's technological advancements.
- **Resource scarcity and ecology:** We've observed a rise in service providers including pollution control agencies, carpools, water management, etc. as the necessity for conservation grows.
- **Corporate crowd:** Globalization, privatisation, and liberalisation, together with increasing urbanisation, have resulted in the creation of the corporate world crowd and its support services. New services and redefining existing ones are brought forth by this audience. There will be an increasing number of services including hotels and restaurants, banking, insurance, travel and tourism, advertising, courier services, marketing research, health care, and legal services”.

Conclusion

A service is a kind of labour or practical assistance that is provided by one person to another. Intangible, inseparable, diversified, and non-store are only a few of the distinguishing characteristics of services. Customers might be satisfied if a product or service has a high level of quality. Process quality, product quality, physical quality, interaction quality, and organisational quality were all common characteristics of service quality. Customer expectations, competition, environmental conditions, the type of the service, and internal factors all contribute to a rise in the importance of service quality.

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