

SERVICE QUALITY MANAGEMENT THROUGH CUSTOMER ORIENTATION

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ABSTRACT: Quality management represents everything an organization should ensure/accomplish in order to have products which will satisfy the clients' requests concerning quality and the requests of the existent regulations. According to the ISO 9000:2000 standard, quality management coordinates activities in order to direct and control an organization regarding quality. Quality coordination and control generally includes settling a policy concerning quality and quality objectives, planning, control, assurance and improvement. The main task of service quality management is ensuring that services are provided at the quality standards requested or expected by the clients, customer orientation.

Being “customer orientated” means being capable to:

- *build efficient relationships with the customers;*
- *offer clients reliable and high quality services;*
- *help customers find the suited way to satisfy their wishes;*
- *follow the clients' feedback in order to improve the services' quality.*

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