ROLE OF TECHNOLOGY IN SERVICES MANAGEMENT

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Abstract

An attempt is made this paper to explain the customer satisfaction towards self services the introduction of technology. Technology should make available to the users the desired services. Technology should be use of customer readiness to technology is most important. It provides sense of control and has facilitated customer participation and increased satisfaction with evolving technologies like self services and on stage technologies. Customer should have easy access to necessary equipment and infrastructure. Technologies must improve services efficiency and profitability. In the face of emerging changes in the nature of technology, skilled employees are needed synchronization and technology and human resources are considered significant to make the process of development proactive. Service centers need to be aware of service profile technologies that are used in the process.

Keywords: *customer, providers, technology, users*

Introduction

Technology as a fifth factor of production process plays an important role in increasing economic development of any nation. Technology facilitates the global reach of services. Technologies can take accompany from anywhere to some where overnight. As is often evident, the internet accelerates the process of economic growth by weeding up the diffusion of new technologies to emerging Economies. These are call centre Operations, Medical Transcriptions end Income Tax processing, etc. globalization and competition have given away innovative ways of doing business.

Availability

The principal product of Technology is information. There has been information explosion where the world is now a global village. Innovations are central to effective Marketing. Major Service innovations are relatively rare. Thus, there is always search for competitive advantage and value creating improvements.

Decades passed before many developing countries could benefit from Rail Roads, Electricity, and Telephones. Today, the pace of automation along with the supportive information technologies had made many developing countries to build a super highway for inventions and innovations. It is virtually unthinkable to

patronize a service without Technology. Advancements in Technology have an impact on the process of service design delivery.

Changes in technology

Technology is profoundly changing how 'services are delivered, enabling both customers and employees to get and provide better and more efficient customized services. In €merging Economies Technology must match to the needs and preferences of customers, while designing services. Technologies must be adaptable and affordable.

Technology and the users

Technology should make available to the users the desired service. If technologies are to be made use of, customer readiness to technology is most important. It provides sense of control and has fci1itated customer participation and increased satisfaction. With evolving technologies like self service 'end' on stage Technologies customers must view benefit and they must know what their destined roles are. Technology must riot threaten privacy, service encounters with Technology must provide satisfaction by rendering reliable service. Customers should have easy access to necessary equipment and infrastructure. Technologies must improve service efficiency and profitability.

In the face of Emerging changes in the nature of technology, killed employees are needed. Synchronization and technology and human Resources are considered significant to make the process of development proactive. Service centers need to be aware of service profile technologies that are used in the process.

Service Technology must make use of available resources in generating profit with low cost driven technologies are services and products can be offered. Customer Education about the co-creation in service need to be clearly specified especially customers need to show readiness to technologies. Customers must see benefit while patronizing service.

Conclusion

This paper makes an attempt to explain about Customer Satisfaction towards their own services with the introduction of Emerging Technologies.

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