

# 10 Service Process Improvement

## Aim

Explore the concept of the service process and investigate the importance in its design to achieve business performance targets.

## Objectives

1. Explore the concept of the food service process.
2. Investigate the importance in the design of the service process and the use of process flow charts in seeking to meet customer requirements.
3. Explore the critical success factors (CSFs) and evaluate the relevant operational performance targets or key performance indicators (KPIs), that a food and beverage operation would work towards.
4. Apply the use of the quality improvement technique 'benchmarking' and evaluate its usefulness in a range of food service operations.

## 10.1 The concept of the service process

A critical aspect of the service concept is the formulation of the service process. A service process is a structured sequence of activities and interactions designed to deliver value to customers and meet their needs. It is a systematic approach to how an organisation provides services, ensuring they are delivered effectively and consistently.

Johnston et al, (2021) identify the key aspects of a service process are:

- **Sequence of activities and actions:** A clear and defined sequence of actions that customers follow to receive a service.
- **Customer touchpoints:** Involves interactions between the customer and the service provider throughout the process.
- **Delivering value:** Focuses on providing value and meeting customer needs.
- **Assurance and consistency:** Designed to be repeated consistently, ensuring a predictable and reliable service experience.
- **Optimisation:** Continuously reviewed and improved to enhance efficiency, effectiveness, and customer satisfaction.