

CENTERIS 2014 - Conference on ENTERprise Information Systems / ProjMAN 2014 - International Conference on Project MANAGEMENT / HCIST 2014 - International Conference on Health and Social Care Information Systems and Technologies

## Evaluation of methods for customer integration to the quality of IT services

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### Abstract

The aim of the present paper is to analyze how the concepts of customer integration can support the evaluation of the quality related to information technology (IT) service process in order to identify aspects of positive improvements. The customer can assume different roles in the IT service process; the effect is analyzed based on these potential customer roles, by the results of a developed survey. Research concepts of customer integration give little consideration so far to the perspective of the customer. However, the customer will only bear his own expenses for the integration, if he even reaches a significant benefit in the IT service process quality. The research methodology used in the investigation consists of a combination of methods and tools of customer integration and customer binding applied in the IT service process management. The aim of the research is to evaluate whether these methods can contribute positively to the IT service quality improvement. The result of this research consists of a model for evaluation of the IT service process effects. Within empirical research, a structured standardized interview was conducted.

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Peer-review under responsibility of the Organizing Committee of CENTERIS 2014.

*Keywords:* customer integration management, complexity management, IT service quality management, IT service process management;

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## 1. Introduction

Increased price pressure in the IT services sector require the consideration of new approaches to meet the expectations of all stakeholders in the wholesale business. In business with major companies, various stakeholders are involved in the IT service process and it is difficult to meet the expectations of the recipients of IT Services.

Collective and individual perspectives, interests or attitudes to the service company of responsible persons often dominate how the service process quality and the quality of relationship in general are evaluated. The tension between standardized cost benefits and personalized customized performance has complexity and running costs in the following customer relationship as a result. The aim of the present paper is to analyze how the concepts of “customer integration” can support the evaluation of the IT service process quality with a positive improvement.

The competent Committee ISO/TC176/SC1 for the revision of the ISO9000 has identified the following 8 principles of quality management identified that are based on the revised standard series (ISO2006):

- Customer-oriented organization
- Leadership
- Involvement of employees
- Process-oriented approach
- Systems Approach
- Continuous improvement
- Factual approach to decision making
- Supplier relationships for mutual benefit

It is thus clear that numerous instruments of quality management can be used to increase customer orientation. Each company however, has to individually determine which instruments primarily are used and who is actually responsible for their implementation within the organization. [1]

The research method is based on the instruments and methods of “customer-integration” and “customer-binding” in the IT Service process management. The customer can assume different roles in the IT Service process. The effect is analyzed on the basis of these potential customer roles, by the results of a survey. The aim is to evaluate whether these methods can contribute positively to the IT service quality.

Research concepts of customer integration give little consideration so far to the perspective of the customer. However, the customer will only bear his own expenses for the integration, if he even reaches a significant benefit in the IT service process quality. The result of this research consists of a model for evaluation of the IT service process effects. Within empirical research, a structured standardized interview was conducted.

## 2. Scientific Basis of the Research

### 2.1. Prerequisites and potential customer roles

At the beginning it must be considered how could the motivation of a receiver of IT services can be formulated to provide the corresponding own efforts and expenses for the involvement.

In the following section incentives and instruments are shown, move the clients to cooperate: [3]

- Material incentives, such as in the form of price reductions
- Intangible incentives, such as in the form of praise and recognition can be used to increase the self-esteem of customers. Also the awareness of the customer, that a failure to satisfy the requirements placed on it, in the further course can draw any failure or delay with it is to count on this.
- The customer should be of the fundamental importance of his own
- Performance fee to be convinced for the entire performance success and thus create an internal control beliefs to the customer. Specifically, this means that the customers reflect the performance, or failure to their own behavior.
- Very good performance results of the customer can be presented by the seller and customers as references. In addition to honoring the customer shown, this also has a morale-boosting effect for the other customers and business partners.
- Knowledge transfer by the seller in the form of training, information and training programs provide additional incentives to the customers.

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