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A Complete and Balanced Service Scorecard

By Tyagi, Rajesh K. / Gupta, Praveen K.

Condition: New. Publisher/Verlag: Prentice Hall International | Creating Value Through Sustained Performance Improvement (paperback) | In the U.S., service related activities have become dominant aspects of the economy and currently account for well over 50% of our GNP. The authors' framework eliminates outdated, low-value techniques originally created for manufacturing firms, replacing them with advanced techniques that fully leverage your investments in technology. Tyagi and Gupta begin by explaining why conventional balanced scorecard approaches don't work well for service organizations, discussing issues ranging from the inherent variability of customers, servers, and processes, the crucial importance of engagement, and the unique challenges of service innovation. Next, they introduce a Service Scorecard framework that encompasses the seven key elements of service organization success: Growth, Leadership, Acceleration, Collaboration, Innovation, Execution, and Retention. You'll learn how to set clear performance targets at the function and business level; benchmark performance against best practices; identify improvement opportunities; and capture performance data that offers a leading indicator for financials. Their proven approach is designed for easy understanding and implementation without the need for expensive consultants. Simply put, it offers today's most direct path to measuring performance and optimizing business value in any service organization. | Format: Paperback |...



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