

THE FLOWER OF SERVICE APPLIED

Keywords: flower of service, service, customer satisfaction, service . aims at examining the influence of applying the flower of service model by.

This also could be found in the corporate culture as the company encourage having fun while working among the employees because while staffs are having fun, they tend to be more polite than usual. TQM can help better the customer service satisfaction and continue to make it better. Summary and identification of the challenges 3. The first way is through the email system. These four services are; information, order-taking, billing and payment. Such instability in the online booking system will bring down the service quality perceived by the customers. Also the term and conditions empower the company to change the flight any time without notifying the customers. The real magic of lilies lies in the fact that the petals magnificently curve out as elegant arch to radiate warmth, openness and generosity. Through these ways, customers will obtain enough of information and news about the company and also the most recent promotion information in order to attract them to buy the tickets. The online booking could be done via personal computer or mobile phone which is very convenient to the customers. So, it can be a little hard to choose, which ones to fill your home with or to give it to others as. For instance, "If my stockbroker can give me clear documentation of my account activity, why can't the department store where I shop? Term and conditions seem to be the most powerful tool and reliance that the company uses to turn down the request for exceptions. In Air Asia, the company use several ways to inform and educate the customers about the product services of the company. A company's marketing strategy helps to determine which supplementary services should be included. When customers do not visit the service factory, the need for hospitality may be limited to simple courtesies in letters and telecommunications. In Air Asia, hospitality is a must as we can see the smiles from the face of the stewardess. As noted earlier, some are facilitating Services like information and reservations that enable customers to use the core product more effectively. Instead, they can choose the combination of supplementary services that they prefer. Companies in the business-to-business sector face many decisions concerning what types of supplementary services to offer. The third channel is via counters which could be in the services counter such as the one in KL central and in the airports where the Air Asia flight route network covers. The first payment method which is the most frequently used and is also encouraged by the company to used by the customers is the direct debit. Because Air Asia has a large number of customers and many of them are members of Air Asia, also many of the members are willing to tick the option to agree to receive the email notice from the company to inform them about the most updated promotion information that is coming. This paper will focus on the quality of the service using the flower of service model. The third payment method is by cash which is usually used by dealers and in the counter because card transactions take time to confirm. So, sending lily floral arrangement is something like sending a clear vase featuring generosity and love with open arms. These are services that are either required for service delivery or aid in the use of the core product. Consider the example of Asia Brown Bovary ABB , a supplier of power plant equipment and maintenance services to utilities companies. A fourth payment method is equal to a direct debit which is through cooperation with the third party payment service providers such as Alipay and Paypal widely used among the Australia customers. The model of Flower of Service, according to Arthur A. But still there could be exceptional handling which could only be grated while higher management empowerment is obtained but such exceptional handlings are also rare. Therefore, Soft Touch Flowers needs better effective business strategies to stand up and be strong in this complicated competition from the existing on-line flower shops. It is a retail store which means we purchase large quantities of supplies from a major distributor and we sell it in our shop to other customers. Possession-processing services sometimes place heavy demands on safekeeping elements, but there may be no need for this particular petal in information-processing services where customers and suppliers deal entirely at arm's length. The lists provided in these eight tables do not claim to be all encompassing, since some products may require specialized supplementary elements.