

SERVICE OPERATIONS MANAGEMENT

Q.1 ANSWER

INTRODUCTION

Service is an Intangible product which is offered to a customer in the form of action, deed or effort. Operation in service organisation help in generating value for the customer and the service provider. A service strategy involves planning, execution, evaluation, analysis and modifying business process in a way to deliver quality services thereby achieving customer satisfactions and market share.

A service operations strategy is a system that helps an organization achieve its long-term goals and mission. A winning strategy aligns with the organization's goals, meets customers' needs and expectations, and optimizes the use of resources and processes.

CONCEPT

Strategy is pre-set of plan of action and it is used in the service. Strategy Hierarchy refers to the level of strategies in an operation. Hierarchy is steps where every step is in new one and something is grown.

There three levels in strategy in operations

Corporate Level Strategy

The aim of the corporate level strategy is the selection of different businesses (Service lines) that the organisation should develop and compete in, when a company analyses its entire business and determines its direction to increase growth or value. Corporate-level strategy is important for companies to develop and accomplish long-term goals. It's a multi-level plan utilized by the leaders of organizations and companies to reach and outline their business goals and directions.

The corporate level strategy defines the goal of the organisation, how will organisation have managed and integrated the different business segments and different business unit entered in between. Corporate level strategy decision should be concentrated situations, acquisition, retrenchment, mergers, Etc.

In my institute, the executive level of a university may decide to prioritize the development of online education services to reach a global audience and enhance its brand as an innovative and accessible institution.

Business Level Strategy

Strategy in Business level is developing and maintaining competitive advantage in their business unit in the form of service. Business level strategy in this strategy changes the demand of service and possible technologies. Four Basic business level strategies include cost leadership, differentiation, focused low cost and differentiation. Business-level strategy is a plan for a business to gain a competitive advantage in its market segment. It involves making choices about how to allocate resources, differentiate offerings, and create unique value for

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