ICT Service Quality Qualitative and Quantitative.

Neil McBride
Centre for Computing and
Social Responsibility

**Technology**

Quality in a Service Economy

Rolls Royce (Engines)  53% of income after market services.
Customer wants capability to fly.
Rolls Royce monitors engines through sensors, global systems.

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The provision of ICT is service-based

Service support of technology and applications ITIL, service processes.
Service as provision of ICT resources
Rise of cloud computing: Amazon Web Services. Billed on usage.
Service-oriented architecture. Well defined context-independent functions.

Eventually most software capabilities will be delivered and consumed as services.

ICT is a component in a service

ICT is judged through the applications it supports.
Call centres, E-commerce shops. are all supported through the ICT.
ICT quality is dependent on the quality of the service it is part of.
We cannot isolate the product (ICT) from the service.

Then the quality cannot simply be judged as characteristics of the product:
•number of defects
•ease of use
•mean time to failure.

ICT quality must be considered in the context of a service and as part of the service.

# What is a Service?

'an activity or series of activities of more or less intangible nature that normally, but not necessarily, take place in interaction between the customer and service employees and/or physical resources or goods and/or systems of the service provider, which are provided as solutions to customer problems.'

Co-creation of value.

Customer is part of service

Therefore customer is part of quality equation.

# The Elements of a Service

The Market Segment: Internal customers, their departments, level of IT use, training and education, choices as to what IT services and where they go for them (note possibility of outsourcing, own IT units and end user computing).

The Service Concept: Core services, extras, benefits, functions it fulfils

The Service Delivery: Frontline service staff, customers, technology, processes.

The Image: Reputation, morale

Culture and Philosophy: Norms, attitudes, values, beliefs. E.g. attitude to quality and innovation.

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First research question:

What are the elements of ICT that contribute to a quality service?

How are those elements characterized?