

THE VALUE OF QUALITY SERVICE IN THE WORKPLACE

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INTRODUCTION

Service is an epitome of humility and concern.

In ordinary dealings, this is meant for free. But in the ambiance of business, service is part of the whole scheme. So, businessmen would like to get as much as they have invested. And this is okay. Christian or Catholic – Capitalism allows this, although Saints Augustine and Aquinas had remarked that in business no moral values and virtues will prosper. Well, we are not literally living in their time anymore. Much has changed. In fact, many in the business sector love to say: “Never do business honestly, because if you do business honestly, nobody will do business with you.” Is this truly acceptable in the province of business ethics? Businessmen, beware!

So, when can we say that service is good? This is the mechanism: There’s a claim for a need and the need is gratified. But this is not yet quality service. Quality Service means satisfying the needs of the clients to the max!

This paper ventures into the significance, necessity, and consequences or rewards of quality service as a value in the workplace.

Quality service is a trademark of excellence, dependability, and satisfaction. When this is achieved and maintained in the workplace, business will never starve of prosperity and development.

However, quality service is a reward of endurance, hardwork, faith, and good will. Quality service may be a cause for glories and jubilation. But certainly, it is something that cannot be attained in a flick of a finger. It demands dedication and commitment.

Once Lao Tzu said: “Success is the beginning of failure. Fame is the beginning of disgrace.” Who doesn’t like to be successful, anyway? Who shuns away from fame? Quality service is the answer. As long as one honestly and sincerely commits himself to truth, goodness, and wisdom, success – failure or fame – disgrace binaries are never given their due course.

Quality service is not interested of success, or failure, or fame, or disgraced. It is interested only in honesty of satisfaction and contentment specifically from the ends of customers/clients. This is why it is good to understand its significance, necessity, and rewards.

SIGNIFICANCE OF QUALITY SERVICE

Service is not enough. It should be sprinkled with an ingredient that will make it appealing, tempting, pampering, and spoiling to one's taste and standard. This ingredient is QUALITY.

In the Holy Scriptures, we hear Jesus Christ telling his audience: "I do not come to be served, but to serve." The quality of Jesus' mode of service lies in his reversal and twist of the commonplace notion: "Only the rich and famous deserve to be served." Undoubtedly, everybody has elevated Christ in the pedestal (i.e. before his trial and crucifixion) of fame. Everybody believed that Jesus is a Messiah, the Anointed One (the Christ), the King, the Savior. All these were twisted and averted by Christ by showing to them that His kingdom cannot be found in the ambiance of Earth, but in Heaven. This is why he maintained: "I come to serve, not to be served."

The quality of service Jesus did rests well enough in a humbling spirit of sacrifice. Yes, service, for it to savor quality, injuncts for sacrifice. And this sacrifice should be flavored with a smile, friendship, and dedication. These were the things Christ did (except perhaps in the case of smile, because the Bible never provides a verse where we can read that Christ did smile. The logic here is that: How can you afford to smile if you know so well enough that you are going to be killed – to be crucified?)

The significance of quality service maybe seen in the spirit of total givenness of the self. This can be well elaborated in the story of a chicken and a pig.

One day, a chicken and a pig chanced to share each other's experiences of service to mankind. The chicken proudly claimed that humans should praise her for having laid eggs for them to eat. But the chicken was dismayed after hearing what the pig shared: "Good for you. You only give them your eggs. In my case, I give them my whole body."

In the story, we can say that dedication or total commitment may be synonymous to quality service. Jesus Himself did not only give a part of his body – like lungs, liver, intestine, heart, kidney. He had given to us His total self for us to gain salvation or eternal life.

Another way of looking at the significance of Quality Service is that it creates a name. It can easily become a synonym of a product, or brand, or company, e.g. SONY television sets have earned a name of endurance and durability; Colgate stands a solid name for toothpaste; Mongol stands for an established name for pencil; Gillette stands for an irrefutable urge for blades. True enough these are products or commodities that have earned merit for quality. But quality products cannot stand by themselves. They have to be disposed in the name of quality service. In this case, quality service upholds the goodwill of a particular product, commodity, or firm, or establishment.

NECESSITY OF QUALITY SERVICE

Quality service is indispensable for customer or client service satisfaction. It is based on the principle: “fit for purpose” or “fit of the need of customers.” In this light, quality service aims at exactitude of fulfillment of the drives and needs of customers. However, it is not an accident. It cannot happen overnight. It is always deemed as a product of earnest intention, sincere effort, intelligent guidelines, policies, directions, and craftsmanship, or skillful implementation.

Quality service is necessary because it is pregnant with the power to achieve prosperity. It delights customers. It enlivens their spirits so that it drives them to go back for more. That’s plain and simple. They will go back for more because of their urge for further satisfaction. “Isa pa nga” as an advertisement evokes.

Quality service gives people hope as it allows the workers to develop their skills and eventually improve their quality of life. Thus, it is urgent and important. It cannot wait. It should be part of the standard policies of a business establishment or any firm whose idealism is to dish out excellence to their clients. In this vein, it should be duly cited in the vision-mission of any business establishment. No wonder why some firms claim that: “Quality is our name.”

Another issue relative to the necessity of quality service is competitiveness. We cannot deny that the market is an open arena for all to display their wares and/or products. Hence, quality service is necessary for a firm to survive, prosper, and eventually gain the merit of competitiveness in the open market. One of the ways to attain this is through training.

Employees, regardless of rank and status, should submit themselves for training on how to master quality service. Consequently, as quality service is attained, and not only maintained but heightened, employees should be given recognition for their valuable contribution. Through recognition, the employees’ wings will be given and supplied with more air for them to fly higher in the auspices of further quality service.

Indubitable, quality service enables business players – proprietors, managers, supervisors, rank-and-file workers/employers, and customers – to keep important things important, or giving urgent actions on important matters. In Stephen Covey’s words: “Put first things first.” Quality service plays the first part in the journey of success and affluence.

REWARDS OF QUALITY SERVICE

The rewards of quality service are manifold. And if we are going to reduce it to an acronym, the following are those that we may attribute to it:

R- eturn (to you for more);
E- xcellence;
W- orship (you);
A- dore (you);
R- espect (you);
D- epend (on you; and vest you with); and
S- upremacy above others.

Customers or clients who convincingly gain satisfaction and convenience brought about by your quality service truly feel that in your goodness you feed them with their needs. This explains why satisfied customers will always go back to you for more. They ascribe you with excellence. This is why they willingly “worship” you, “adore” you, and respect you because you are dependable. Thus, through quality service you are awarded with supremacy above anything else – which precisely refers to your starving and hungry competitors.

Finally, other than the attributes we have assigned to the meaning of REWARDS above, we can also speak of trust, confidence, integrity, and credibility as some other forms of rewards of quality service. All these are the outpouring expressions of gratitude by your customers or clients for being there when they need you most. You never turned your back on them. This is why they cherish you. In a word, you are a value to them.

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