Abstract

Service industry entirely depends on customer satisfaction particularly in the time of highly competitive market but in case of Indian railway which has its monopoly as well as government owned and operated organization. This situation may be considered as a favorable from owners' point of view but in this era of ICT or information explosion and fast growing service industry in India gives a highly challenging situation. This situation become more challenging here in India due multiparty democratic system as well as laziness in attitude of government employees, who do not want to any extra initiative or efforts. therefore in such kind of scenario a highly as well as ICT/computer technological based interface would help in closing the GAP in case of service delivery or may be an assurance to get Total Quality, every department within the organization must define and manage service quality. As an interface with global market service becomes a powerful competitive weapon, and indeed in some cases,
the only form of differentiation. The challenge of any service operation is to bring together various facets of the business. Although the tangible content of a service product may be largely invisible to the customer, his perception of service delivery is influenced disproportionately by the manner of his treatment at the point of transaction. It is widely believed that service is difficult to manage because it is intangible but many a service activity contains a considerable proportion of very tangible which are therefore capable of specification and measurable through various further decisions by the customers.

References

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- Citizen charter For suggestions, please write to: Shri A. Madhukumar Reddy, Executive Director, Passenger Marketing Room No. 472, Rail Bhavan, New Delhi-110 001. e-mail: edpm@rb. railnet. gov. in

Index Terms

Computer Science Information Sciences
Keywords
Ict  gap  Rac  Ict