

INFLUENCING FACTORS TO OPTIMIZE THE PROCESSES OF PROVIDING SERVICES TO CUSTOMERS WITH CUSTOMER-ORIENTED APPROACH

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Abstract

The aim of the present study reviews the factors affecting optimization processes to provide services to clients with customer-oriented approach. The research method was a descriptive survey. The 50,000 people of the community experts and experts in the fields of Economics, management, marketing, customers, and visitors to the banks. From among them by using the formula $N = 384$ number of Cochran was calculated. The research instrument was built in the four scholar questionnaire influencing factors on process optimization services to customers by electronic technology, marketing and advertising, employee capabilities and quality of service. Reliability of tools through the cronbach's alpha was 0.85 calculated. The results showed that the maximum coefficient of components on the optimization of the process of providing services to customers based on the capabilities of the staff related to the component is "talking politely and pleasantly behavior" with the coefficient of 0.725. In the technology sector the most factors related to electronic components "use of cell phones with Service" with 0.796. As well as in the quality of goods and services the most factors in cultural component " Reasonable Price " with 0.769 an appropriate coefficient. In the advertising and marketing the highest factor in social component corresponds to factor "honesty in advertising" with 0.671.

Key words: E- Technology, Customer-Orientation, Quality of Service, Employees ' Capabilities, Marketing and Advertising

1- Introduction

In modern commerce, the phrase "The Customer is always Right" as a slogan. The concept of the customer at the center of activities and although commercial organizations and business philosophy.

George green in his book called the golden rule customer satisfaction a provision has to offer and has said his clients "to be careful, because if you don't someone else so it will do" [1]. So in

today's world of organizations will be successful so that they can satisfy their customers more secure because the customer is the most important asset of any organization. The words of the customer and customer satisfaction in service organizations, because of the importance to complete dependence on customers for survival are magnificent. Different services in order to retain existing customers and attract new customers, and ultimately earn a larger share of the market competition, this is important. Success in fulfilling customer needs requires the industry to an optimal and economical way is the key to success of the economic Board of King's customers in competitive markets come to the number of [2]. Immersion and the most appropriate strategy for customer-oriented organization. No business, including manufacturing, services, etc. cannot be sustainable without the internal customers and satisfy their way and managed to continue unless a State monopoly Board. More importantly, desires, expectations and demands of the consumers at increasing day by day and this process will be accompanied by increasing growth [3].

2- Problem Statement

Attention to the growth of the customer relationship management system began in 1990 [4] [5]. Customer satisfaction for any company, organization or institution that involved business process and trade, as the most important issue in that organization will be considered. Because that's increase customer satisfaction is associated directly with profitability. For the institutions and organizations engaged in continuous analysis (although for non-professional) to identify the different ways to provide better services to customers. Numerous ideas and different about the implementation of customer relationship management. «Anton» customer relationship management integrated approach to the management of relationships with customers through customer value engineering with improved services and competitive positioning suggestions [6]. Zhou and others (2002) believe that implementation of the customer relationship management should be viewed as a strategic legal and design to a comprehensive support at all levels of the organization.

Christopher Bull (2003) the implementation of the customer relationship management process usually requires a change in the business and the introduction of new information technology to the rest of the leadership [7] [6] management and successful implementation of customer relationship management requires a concerted and synchronized between technology, process and people know and respect being lofty customer relationship management with customers, employees, and the lofty factor in user/support for the success of the implementation of the customer relationship management severity increases.

Christopher Musico (2008) implementation of customer relationship management system to the notion that species with small, narrow and lofty in the extensive attention and lofty [8]. Preston Brody and et al (2006) "creative design believe that intellectual employees and clients by storm achieving a better staff productivity, and uses about access by the customer to select and better implementation and effectiveness, productivity, about a successful customer relationship management may lead [9]. To provide customer feedback from user data and provides data-systematic information of the service options of their understanding and experience of these services as well as fashions can be a successful implementation of customer relationship management is decisive. The successful implementation of customer relationship management to senior managers, to the knowledge of the size of the solutions provided by information technology.

Information technology as well as an enabler in the redesign and business process is used in organizations, can be used to achieve organizational performance optimization [6] in the business process redesign in organizations is used, can be used to achieve organizational performance optimization [6].

But most importantly, optimal organizational structure variation in knowledge-based organization. Xu, O. Yu et al (2002) believe what we should take into consideration is that although customer relationship management is dependent on the emerging technology, customer relationship management, but only when the best performance by the organizational culture that will support the objectives of the customer orientation [5].

Chenn and Popovich (2003), as well as senior managers believe their support and involvement, is one of the key factors in the successful implementation of customer relationship management [6].

Xu O. Yu et al believe (2002) is one of the most important staff resistance threats along with the implementation of customer relationship management to the organization [5]. Since the application of customer relationship management in the Organization has many variations, what managers are in practice faced very high resistance against change? What cause resistance to customer relationship management can be reduced or removed, this is the first implementation of customers/users of customer relationship management involved in this Act. Xu, O. Yu et al (2002) say: "creating and designing a program for training, is one of the solutions that in the face of resistance to the implementation of the customer relationship management are decided" [5] [9]. Christopher Musico (2008) the problem of effective implementation of major organizations in customer relationship management software aspect of the organization knows the hardware aspect to it [8] Findings of Wang (2007) showed the largest challenge in the implementation of customer relationship management, was not sufficient proficiency in the performance of customer relationship management system and the fundamental problem in the implementation of the "enhancing internal knowledge about procedures and customer relationship management system in this respect, we should look at staff training[10].

Implementation of customer relationship management is not always associated with success. There are examples that show this system is faced with a defeat on the items. Harvey (2001) to report the point where 65% of the implementation of the customer relationship management has led to the defeat [11]. Rowley (2002) also regard with 80% customer relationship management to the defeat of the convicted person [12]. They are more commercial software customer relationship management along with the defeat of the supervisors, because it fits the design objectives and performance of organizations. Researchers agree with the initial implementation of customer relationship management and the defeated. One of the reasons for the lack of successful customer relationship management wasn't correct understanding of customer relationship management [13]. Bolton (2004), due to the lack of successful customer relationship management as well as the lack of a clear strategic failure in appropriate variation in the business process is announced [14]. Chenn and Popovich (2003) although the wide part of the customer relationship management technology should be considered, taking into account customer relationship management as a solution to possible defeat is merely technical [6].

All organizations looking to attract customers and increase customer satisfaction. The organization system in the establishment of a long-term relationship with its clients based on the relationships that help. "win-win" strategy is designed for both parties with benefits worth making. The main idea of customer relationship management system, helping firms to use technology and human resources in the view of obtaining better than commercial behaviors and values that each and every customer to create organization. If you have a customer relationship management system to be able to act in accordance with the idea of the Organization will be able to:

1. Provide a better service to customers.
2. The sales staffs at the conclusion of sales contracts help faster.
3. The efficiency and effectiveness of telephone call centers to increase customers.

4. Find new customers.

Barnett in 2001 reiterated that the following goals for the enterprise that is logical to implement CRM:

1. Increased proceeds from the sale
2. Improve success rate
3. Increase profits
4. Increase customer satisfaction
5. Reducing the costs and administrative expenses, marketing, sales [15].

Despite that history, many about the concept of customer value and its relation with the user/service quality and user satisfaction-there is a customer [16] [17] [18] due to a change in behavior and habit of reading in the new environment, more experimental research in this regard is required, so that few studies about how pricing and customer-user grouping is done. Today, the customer relationship management system via the Internet. A marketing strategy, sales and service on the solid lines. Where identified, maintained that customers gain as the largest venture capital company, playing the role of the company as well as the relationship between the customer and the customer relationship by creating increased through new technology (the Internet) and increased. Customer relationship management is a combination of hardware, applications and management obligations.

Ditch (2001) pointed out two types of electronic customer relationship management:

1. Operational e-customer relationship management
2. Electronic analytical customer relationship management

Electronic customer relationship management customer call centers include operational, such as phone, fax and e-mail that customers in this way, by participating in the call, and also includes sales and marketing that is done by special groups, e-customer relationship management and analytical, is in need of a lot of data technology to provide customer. The purpose of this section, the analysis of customer data, shopping patterns and other important factors that creates opportunities in business will be new.

Customer relationship management, electronic, includes only the software and is not technology, but it includes business processes based on customer-centric strategy by different technologies and software support. [19] In the business environment that is more complex and competitive churn, no longer having a wonderful product or service alone is not enough for success. In these circumstances the customer satisfaction is becoming the goal of governing a large number of companies. The company to continue activities reason clients. In the event that a company our customers in terms of their goods and services to keep them happy is to cope with the competition will be out, unless a position is the exclusive [20] In some cases service that delivers clients have problems (for example, product defect, product returns, etc.)And to solve the problem, contact your organization. the majority of the modern organizations have the infrastructure to manage the position of reactive services through telephone lines, fax, email and other types of solutions are the other kind of service the above services is active in which administrators do not try to contact customers waiting, but aggressive activity types for two-way calls before providing reactive solutions to complaints or other acts. This technique goes beyond the management of the hosting account in which a sale or other forces staff to specific customers, and customer training needs forecast [21].

In its review found that the weakness of the following six factors causing dissatisfaction and disconnect the clients of the company and the financial organizations which have been included:

- 1) Credit (a trust): accurate, consistent and reliable.
- 2) Accountability: accountability entails the desire and ability of the staff. Customer must work fast and with respect and a beaming face.
- 3) More (make sure): the jurisdiction of the knowledge and skills required to do so as in all levels of the Organization expected to supply services.
- 4) Physical evidence: in order to being modern) equipment, physical facilities, beautiful charm of being a tidy appearance forms and supplies, staff and etc.
- 5) Access: easy being sometimes calls the work, being a short waiting time and the availability of staff.
- 6) Communications: communication is necessary to express through that clients understand it as well as listening to the customer are sincerely [21]

One of the most important measures in the process of satisfying the customers and customer-oriented culture of the Organization, to assess the amount of his consent is received from the goods and services of the Organization at this stage can be himself or through independent research institutions with customer satisfaction survey programs of different aspects of the performance of a supplier, the evaluation of goods and services received. the degree of customer satisfaction in addition to being the Organization's success rate in achieving part of the show, the possibility of further reform and improve the quality and methods for the Organization of the supplier provides the aforementioned stages of implementation, it is necessary in the organizations, although its philosophy and overview of your managers and employees attitudes in line with the philosophy of movement. The loyalty of the customers can provide users-information in a timely manner and to make them possible. Effective relationships between the loyalties of the customer organization can also access. Ndubisi (2007) believes that when a relationship between a customer and an effective organization, their better relations to come user's loyal customers-business will result. Loyal customers as well as potential new customers-can attract users that work with good reputation and establishing informal relationships will be possible [22]. Non-official relations to non-official communication shall be that applicable on behalf of users/customers is issued about the use or ownership of properties of the services or goods provided [23]. The levels of satisfaction of the interaction of a person is established in relation to a particular organization can experience signs of service quality for that person to be there.

Describes the experiences of a number of people, an organization's reputation for quality service [24]

Quality and customer satisfaction of services, are the same one. A study on the quality of services is not necessarily Pro-customer satisfaction of services. Also, this image is correct; it means service satisfaction survey study is not necessarily the quality of services. The quality of services is considered as strategic as well as compared to what should be considered.

In fact, to assess the quality of services, a process that is optimal, and the comparison between the realities of the times. The quality of services for performance measurement. The quality of services in the course of reducing the gap between expectation and understanding of customer service, and download them from the services provided, will be defined. Different forms of service quality have been defined, but the concept of the quality of services that will be performed for the evaluation study on "the difference between waiting customers and perceptions of actual yield received by» has been defined as [25]. Customers, two levels of service quality to expect: adequate and desirable level. ««Two level tolerance area of each other apart. For example, the limited resources to provide the services referred to are, first, can

download the customer service quality to meet the minimum levels with the demands of the upgrade. Then assign resources and higher levels to optimal standards satisfy the expectation. Instead, evaluation of customer satisfaction as well as cognitive. The immediate mental proficiency and customer satisfaction, in fact, objective and cognitive conceptual service quality, while mental satisfaction that I based on emotion [24]

An important factor in developing customer relationship management strategy shall be considered, identify risk factors and appropriate services and satisfaction with their interests. Meet the service quality to meet customers' satisfaction. This is dependent on the demand of the customer to both. Three types of experience in understanding the demand to satisfy the customer in each [26]. According to what was proposed, this research aims to examine factors affecting optimization processes to provide services to clients with customer-oriented approach, the following objectives have been formulated based on this and each release them separately investigated.

3- Objectives

Determine factors affecting process optimization services to customer with customer-oriented approach

1. Determine factors affecting process optimization services to customers according to the capabilities of employees
2. Determine factors affecting process optimization services to customers based on electronic technology
3. Determine factors affecting process optimization services to customers in terms of quality of service
4. Determine factors affecting process optimization services to clients in marketing and advertising

4- Research Questions

1. What are the factors to optimize the process of providing services to customers in more effective staff?
2. What factors determine the factors influencing process optimization services to customers based on electronic technology is effective?
3. What factors determine the factors influencing process optimization services to clients based on the quality of service is effective?
4. What factors determine the factors influencing process optimization services to customers in terms of marketing and advertising is effective?

5- Methodology

The present research work has been carried out. The 50,000 people of the community experts and experts in the fields of Economics, management, marketing, customers, and visitors to the banks. From among them by using the formula $n = 384$ number of Cochran was calculated. The research instrument was built in the four scholar questionnaire influencing factors on process optimization services to customers by electronic technology, marketing & advertising, employee capabilities and quality of service. Reliability of tools through the cronbach's alpha was 0.85 calculated against.

6- Findings

First question: what factors on process optimization services to customers in more effective staff?

In response to the first question was a table 1-analysis of the effective factors on process optimization services to customers according to the capabilities of employees

Table 1-analysis of the effective factors on process optimization services to customers according to the capabilities of employees

NO	Employee's capabilities	Factors analysis	KMO
1	Experience and work history	0/566	0.842
2	Accuracy in action	0/718	
3	The ability to work with computers for professional	0/635	
4	Talking politely and behavioral	0/725	
5	Observing justice	0/583	
6	Knowledge and expertise	0/595	
7	Respect to other employees	0/509	
8	Skills	0/656	
9	Speed of operation	0/705	
10	Accountability	0/513	
11	Honesty	0/600	
12	The apparent attractiveness of employee	0/684	
13	Ability to meet	0/625	
14	Compassion	0/278	

Based on the findings of the 1-most factor components on process optimization services to customers based on the capabilities of the staff related to the component is "talking politely and pleasantly behavior " with 0.725 and lowest factor coefficient corresponds to the component " respect with other employees " with 0.509 to the operating coefficient has been the value of KMO on adequacy of sampling high value against the 0.842 and is acceptable. The coefficient is also a factor all higher than 0.5. 14 questions due to having a coefficient of less than 0.3% factor were removed.

Second Question: what factors on process optimization services to customers based on electronic technology is effective?

In response to the first question the research table 2-analysis of the effective factors on process optimization services to customers based on electronic technology.

Table 2-the analysis of the effective factors on process optimization services to customers based on electronic technology

NO	Electronic technology	Factors analysis	KMO
1	The use of fax	0/441	0.844
2	Awareness of the latest products and services based on electronic technology	0/513	

3	The possibility of linking customers with each other through virtual networks	0/627
4	Take advantage of the ATM	0/612
5	The use of telephone services	0/670
6	The use of mobile services	0/796
7	Raise the security factor	0/757
8	Notification via SMS	0/657
9	Creating the possibility of electronic communication to customer suggestions, complaints or comments	0/703
10	Create incentives for the use of e-services	0/751
11	The use of services Internet sales	0/607
12	Increase the variety of electronic technology-based services	0/425
13	Using digital barcode to identify the goods.	0/320

Based on the findings of table 2-most factor components of effective factors on process optimization services to customers based on electronic technology component related to "The use of mobile services" with factor 0.796 and the lowest factor coefficient corresponding to the component of" digital barcode to identify the use of the goods" has been by factor coefficient 0.320, value of KMO on adequacy of sampling high value against the 844/0 and is acceptable. The coefficient is also a factor all higher than 0.3.

The Third Question: What factors on process optimization services to clients based on the quality of service is effective?

In response to the first question was table 3-analysis of the effective factors on process optimization services to customers in terms of quality of service shows.

Table 3-analysis of the effective factors on process optimization services to customers in terms of quality of service

NO	Quality of Service	Factors analysis	KMO
1	Continuum of quality	0/459	0.843
2	Reasonable price	0/769	
3	Easy reach	0/673	
4	Being a new	0/632	
5	High quality raw materials	0/740	
6	The power of choice	0/683	
7	Being authentic cargoes	0/721	
8	After sales services	0/522	
9	The apparent attractiveness of goods and services	0/425	
10	Variety	0/395	

Based on the findings of table 3-6-most factor components of effective factors on process optimization services to clients based on the quality of services related to the " Reasonable price " component with time factor 0.769 factor and the lowest coefficient of component corresponds to " Variety" factor has been the amount 0.395, KMO 0.843 sampling adequacy in times of high value and that is acceptable. The coefficient is also a factor of 0.3% each.

Fourth question: what factors on process optimization services to clients based on the quality of service is effective?

In response to the first question was table 3-analysis of the effective factors on process optimization services to clients in marketing and advertising the show.

Table 4-the analysis of the effective factors on process optimization services to clients in marketing and advertising

NO	Marketing and Advertising	Factors analysis	KMO
1	The global range of advertising	0/459	0.737
2	The new way of advertising being more recent than the competitors	0/769	
3	Providing services in the workplace or home	0/673	
4	The trust	0/632	
5	Honesty in advertising	0/740	
6	Detailed information about the goods and services through market Finder	0/683	
7	Quality of advertising	0/721	
8	The use of the goods and services in the form of conditional	0/522	

Based on the findings of table 4-most factor components of effective factors on process optimization services to customers by marketing and advertising related to the component is "honesty in advertising" with 0.671 and the lowest factor coefficient is related to the " global range of advertising " with 0.447 factor of advertising has been the amount of sampling adequacy in KMO against high-value and 0.737 which is acceptable. As well as the coefficient of 0.4% all factor.

According to the findings of the study, the following model can be used to optimize processes, provide services to clients with customer-oriented approach draws:

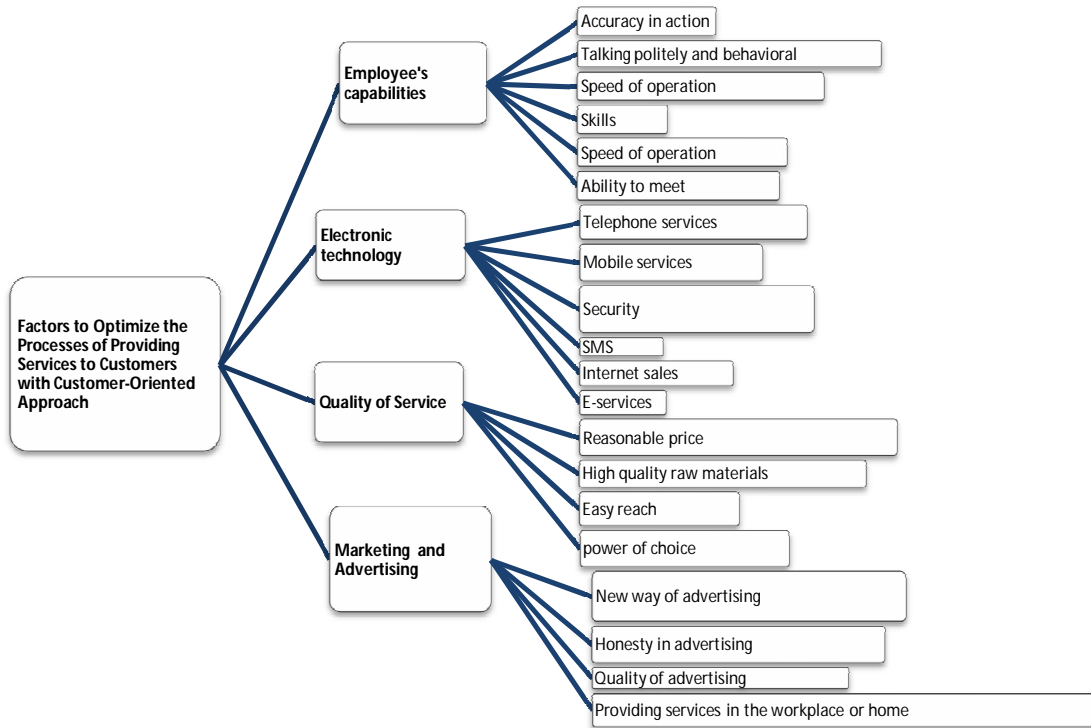


Fig 1- most effective Factors to Optimize the Processes of Providing Services to Customers with Customer-Oriented Approach

7- Discussion and conclusions

As the findings of the research showed that in the four dimensions of electronic technology, quality of service, individual capabilities as well as an important marketing and advertising, there are factors that affect the customer relationship management.

Despite that all the organizations their efforts in the Organization's policies and synchronizing with the demands of the changing patterns of the users/customers have spent, these changes, needs and expectation in the eternal behaviors has caused organizations cannot sync with these changes. Time step with these changes, remember to recipient organizations has become, so that the military needs to know that your permanent user/customer with specific explanation. This system in enterprises to manage relationships with customers. Change or business process re-engineering also regard with customer relationship management is an important factor that is done at the customer's service, provided through the circuit.

Business process to a set of structured activities and chain of events related to or is said to serve the particular product or for a particular customer/user (s) of production. This process is not necessarily served by a group of people working together for the promotion of its work processes work. In fact, this set of tasks related to the implementation of some special purpose, to help the organization. Consolidate your work, and standardize internal processes that provide the data to, and receive feedback from customers, the end finally to provide high quality services to the user/customer organizations efficiency, increasing the lead in the second. What may be at the end of studies on customer relations management is that customer relationship management by providing the knowledge of the users / customers has tried to support decision making and management system in order to improve.

In the current world which allowed the mass production of goods and services increase supply relative to demand field provides a way for manufacturers, but satisfying the customers and left the market environment can no longer be supplied with limited tools and defined past. Experience has shown the organizations that from the perspective of traditional concepts of customer, goods, market, buy, buying, advertising, competition, quality and etc. They look, and in addition to the lack of success, their assets have lost time. With the emergence of a competitive economy, such concepts as customer-orientation and customer satisfaction, the Foundation deemed business and enterprise that does is removing the market regardless of the scene. Every organization has administrative classifications, the enterprise, different parts of the chart and the goals and policies, guidelines and many more is great for a ensuring that customers merely organization and does not have the significance of different parts of it, but want someone to write and need to fix them.

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