

## **Message from the Chief Editor**

### **Service Excellence Attitudes Amidst COVID-19 Pandemic**

The deadly coronavirus disease which started in the year 2019 (COVID-19, as named by the World Health Organization) is a grave threat to mankind. This COVID-19 pandemic has caused the loss of many lives worldwide. Henceforth, this omni-present and dangerous virus need to be curbed soonest possible and the entire world needs to do its best with love and care to contain the pandemic. As being said, all stakeholders at different levels need to join hands and work together consistently and continuously to achieve service excellence for sustainability.

While the definitions of service vary, we subscribe to a very broad view. This broad view suggests that service includes the ‘deeds, processes, and performances’ meaningfully and competently offered to the intended entity or the entity itself. Service can come in the form of customer service that supports an organization's or individual's offerings. Service can also be derived from a tangible product, as when an automobile provides transportation service or eyeglasses provide sight. From the product perspective, services include the offerings of critical industries such as healthcare, education, transportation, and telecommunication (to name a few) as well as services that enhance the value of technical and manufactured products or that, when combined with tangible products, provide a total value solution or proposition for the targeted individuals, organizations, communities or nations. Hence, consistently and continuous co-creation as well as co-serving among the various stakeholders, of different levels, for the intended values are necessary.

I believe that we need an inclusive and holistic excellent service that is health-focused, to curb this pandemic. It is the role and responsibility of every individual, organization, government, nation, and country to save lives. Ideally, everybody who is in service can do their part to stop COVID-19 from spreading all over the world. Service is a perspective as Christian Grönroos puts it and it is strategic. Everybody can serve and contribute meaningfully. It can be small, but significant. Indeed, ‘Service is everybody's business and everybody's business is service.’ COVID-19 pandemic is worldwide, it is everywhere, so everyone needs to serve and contribute in order to contain this deadly virus. We need to

provide excellent service to take care of ourselves and also others. This noble commitment involves various processes, organizations, communities, governments, nations, and countries worldwide.

Service excellence is the attitude, vigilance, and culture of comprehensively and continuously understanding, coordinating, disseminating related information, and satisfying the current and future needs of the target individuals or groups of individuals, and communities for sustainable excellent service. I believe that service needs to come from all levels and it involves people from all walks of life. Everybody can contribute and play their roles. I would like to call it the 'Omni-level of Service' (Figure 1), ranging from individuals to processes, organizations, communities, governments, and international. The micro-level comprises most probably the more controllable.

**Figure 1**  
*Omni-level of Service*



Every individual will have to play their part to know more about this deadly virus and to take care of themselves and other individuals. The same goes for the technical and functional processes, they have to improve the healthcare services and other related activities to curb this COVID-19. Organizations with their visions, missions, quality objectives, various strategies, and tactics, need to understand this COVID-19 and take necessary actions; to improve their organizational performances. For

community and NGOs, they have to know about COVID-19, to coordinate and respond accordingly to take care of the communities in their own areas as well as other areas. The state or provincial governments need to understand the current situation and take adequate actions. The federal or central government of a nation has to take care of its citizens and work together with other state governments, communities, organizations, and individuals. Internationally, different countries and their respective organizations and individuals need to know, coordinate and respond accordingly to consistently and continuously provide the best service, to save lives, and take care of the quality of lives of the people. In short, it is the **Co-exist Omni-level Value-creation in Disaster (COViD) Service**. COViD Service is where all the individuals and groups from all levels work together and co-create values, benefit one another locally and globally for healthcare service excellence, and sustainability. It is an omni-level of service, as it involves various parties at various levels, to create a quality of life for everyone.

The service excellence attitude of the individuals as well as the vigilant culture of service excellence of organizations and entities at different levels are essential. I would like to share the various components of service excellence attitude, for individuals to know themselves, take care of themselves and work with others to provide the best service and healthcare quality at the individual level. The components comprise customer, competitor, inter-functional, performance, long-term, and co-producer orientations. The same goes for the organizations, as they need to have this service excellence culture prevailing in their organization, by emphasizing the customer needs, understanding the commitment to serve various customers, delivering high-quality service to the customers, understanding the customers' satisfaction and the outcome that they are experiencing. Organizations should know about their customers' preferences and take care of them after they have delivered the products or services to them. Besides, they need to understand what their counterparts and competitors are doing, so that they can be better than others in serving their customers or patients. They also need to provide excellent performance in other organizational functions in order to serve the best healthcare service. By investing in the infrastructure or the service structure in providing excellent service, in the long run, organizations can provide service with better quality and also service excellence continuously. They need to take care of their employees, to provide the

best service to the intended individuals or groups. Hence, with these six components of service excellence culture of the organizations, I believe that the organizations like hospitals, business enterprises, and government ministries, will do their parts to provide the best service to individuals, groups of individuals, and other organizations, to deliver and take care of the various stakeholders.

In short, it is the systemic pursuit of service excellence amidst COVID-19 that we can achieve and maintain an excellent quality of life for sustainability. The social, economic, and natural environmental aspects need to be emphasized comprehensively, consistently, and continuously. May peace, good health, and happiness prevail in this world. Service is everybody's business, and everybody's business is service. Serve with the right attitude for sustainability.

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