

## **Summary**

The importance of the customer service process began to be noticed with the increasing globalization of the market and production and changes in the structure of the economy, which resulted in the need to use new tools of competitive struggle. Among the multitude of goods and a wide selection of manufacturers whose offers are similar, it was necessary to interest the customer in additional advantages of the company, in line with the assumption that commercial success is currently determined to a greater extent by the level of distribution services than by price and technical parameters. The increasing importance of customer service results from two main reasons: competition on the market (globalization of the market and production as well as the variability of all elements of the company's environment) and the discrepancy between customer expectations and the level of service offered, which translates into a number of economic consequences for enterprises (too low a level leads to customers towards the competitors offer, and too high a waste of resources).

The essence of customer service in the case of quality categorization attributes it to the quality of services, because its features (difficulty of measurement, diversity, difficulty in selecting evaluation criteria and defining standards, strong relationship between quality and interaction) are similar to the features of the service, more than to the features of the product.

The features and the current orientation of enterprises show that the quality of services and the quality of customer service mainly relate to meeting the needs and expectations of customers. It is assessed on the basis of the relationship between what the customer expects and what he actually receives

Considerations regarding the role of education in the development of the economy have been regularly undertaken over the years and always lead to the conclusion that education contributes to the development of industry, the development of technique and technology and is the basis for professional functioning in the modern labor market. Based on a survey of scientific studies from 2000-2023, it can be concluded that research on educational services is a relatively young research problem. This work contains a review and considerations of the currently available literature on the subject and the results of empirical research. The result of the work is the creation of a model for quality management of the customer service process in service enterprises from the educational industry, which may constitute a kind of novelty in relation to other works and research.

After taking into account the **current State** of knowledge in the field of customer service and quality management in relation to educational services, the main hypothesis took the form: “The quality of the customer service process is an important determinant of the **perception** of the quality of the educational service provided by a tutor.” In parallel to the main hypothesis, auxiliary hypotheses were formulated:

1. Enterprises providing tutoring services and clients using tutoring identify the customer service process with the process of providing educational services.

2. Determinants related to customer-employee interaction during the process of providing an educational service are considered by customers and enterprises to be the most important factors of the quality of the customer service process in an enterprise providing tutoring services.

3. Enterprises providing tutoring services do not provide formalized services research on the quality of the customer service process.

4. There is a relationship between the frequency of using educational services and customer participation in improving the customer service process.

Based on the hypotheses, the goals of this dissertation were defined. It was assumed that the main goal is to analyze and evaluate the impact of the customer service process on the quality management of the educational service.

The main objective is developed by the following specific objectives:

1. Comparison of the perception of the customer service process and the educational service by tutors and clients using tutoring services.

2. Identification and analysis of the importance of quality factors of the customer service process in a service company providing tutoring services.

3. Investigating whether service companies from the education industry conduct research on the quality of the customer service process.

4. Analysis of customer participation in improving the quality of the customer service process in a service company providing tutoring services.

The practical aim of the work is to develop a quality management model for the customer service process in a service enterprise providing tutoring services, with particular emphasis on the role of the client in its development, based on the process orientation towards the customer in the service enterprise.

The first chapter presents the theoretical foundations of quality management in business management. The chapter begins with a short history of management as a science, along with an introduction to its precursors, a characterization of the indispensable functions of management and an indication of the challenges of contemporary management. Then, by analyzing the literature on the essence of quality, the issue of service quality was defined and its determinants were indicated. The

next subchapter contains the origins of quality management - stages, principles, approaches, emphasizing the importance of improvement. The chapter ends with a description of selected methods and tools used in service quality management.

The second chapter includes an analysis of literature that will allow to characterize the customer service process in service enterprises from the educational industry. Starting off from approximating the essence of the process through the transition from the technical (production) approach to the pro-consumer approach, the components of the process along with the resources of the input vector and the effects of the output vector, the issues of process classification and the importance and benefits of management in an enterprise based on process orientation are presented. Then, the theoretical foundations of customer service in the field of logistics, marketing and management were presented, as well as the goals, stages, models and principles of service, along with the assumptions of the process approach to service. The next subchapter contains considerations on the importance of quality management in the service sector, and the last one characterizes the service industry and educational services as a market product with specific quality determinants.

The third chapter presents the methodology of own research. The chapter begins with theoretical foundations and then defining the goals of the work. Then, by relating the literature analysis to the assumptions of the dissertation, research problems and research hypotheses were formulated. The next subsection presents the research methods used and the usefulness of their use. The chapter ends with a description of the research subjects and respondents.

The fourth chapter presents the survey results in graphical and descriptive form. The study covered educational enterprises providing tutoring services in the Częstochowa subregion and clients using tutoring services in the indicated area. The effect of the chapter is to present the opinions, attitudes and beliefs of selected groups towards the customer service process and its quality (significance, impact, starting point, scope, determinants), as well as selected issues in quality management (aspect of planning, analysis and quality improvement from the point of view of enterprises and customers' influence on quality management in these enterprises).

Chapter five contains a further, in-depth analysis of quality management of the customer service process in companies providing tutoring services. This chapter presents a verification of the relationships between the individual elements of the questionnaire identified for enterprises and customers. Then, case studies were presented, representing three selected companies providing tutoring services, along with their characteristics and the results of observation ended with direct interviews. The chapter also includes verification of research hypotheses based on the obtained results. The work is complemented by a recommended model for managing the quality of the customer service process in an enterprise providing tutoring services.

The considerations contained in the dissertation, resulting in the development of a model, may constitute the basis for more effective management in service enterprises providing tutoring services. The proposed model, which is universal in nature, can be used for the entire educational industry after adapting it to the specific nature of the activity.