

Despite the existence of methodologies, the tourism industry cannot afford not to aim for excellent service delivery.

We spoke with George A. Ioannou, a member of the Cyprus delegation and Convener and Project Leader of ISO/TC 312/WG 4 (Public Services).



As a consultant, you have been supporting organizations for many years. Please share your experience to date.

After working as a production manager for 10 years, I have been consulting globally on quality assurance and quality management at PWC for about 25 years since 1994. In particular, I have helped the Cyprus Telecommunications Authority, the Electricity Authority, and departments of major government agencies to implement quality assurance and improve their business processes.

The quality of services needs to be constantly developed and standards are an important tool to take quality to the next level. I have consulted with organizations to move them from a minimum level of quality to customer satisfaction, and from customer satisfaction to excellent service.

What is the current state of the service industry in Cyprus and what is the potential for standards?

Cyprus has some chemical and pharmaceutical companies with a global presence, but manufacturing is fairly limited. A major part of the economy is made up of the service sector, including tourism, and we believe that excellent service is necessary for the service sector to remain competitive and for organizations to stay ahead of the competition.

I believe that standards are a tool to help organizations meet the challenges of the future. Providing customer satisfaction is still not enough for an organization to survive. Tourism in particular is an experience economy, and every organization should aim to provide excellent service. We believe that our standards will help organizations provide a "positive experience" to their customers.

A positive experience is customer delight. Customer Delight creates customer loyalty, which is the ultimate goal of the organization. In Cyprus, you have visited different regions and experienced positive experiences that make you want to come back. This is customer loyalty, and the tourism industry needs to provide this kind of excellent service.

Now that international standards have established a methodology for service excellence, companies, especially organizations in the tourism industry, cannot afford not to deliver excellent service excellence.

Finally, how do you feel about hosting the international conference here in Cyprus?

We are very pleased to host this ISO meeting in Cyprus. I think we have introduced a lot of good practices to this committee during this meeting, and hosting the plenary and WG meetings was a good opportunity to motivate national and international stakeholders and to inform them about our standardization work.

George A. Ioannou
Convener and Project Leader of ISO/TC 312/WG
4 (Public Services)
Strategy, Sustainability, Quality and Process
Improvement Expert



