

Quality Determinants of Client Satisfaction: A Case Study of ACE-Australian Consulting Engineers, Sydney, Australia

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Abstract : The construction industry is one of Australia's fastest growing industries and its success is a result of a firm's client satisfaction with focus on product determinants such as price and quality. Ensuring quality at every phase is a must and building rapport with the client will go a long way. To capitalise on the growing demand for Engineering Consulting Firms (ECFs), we should "redefine the bottom line by allowing client satisfaction, high-quality standards, and profits to be the top priorities". Consequently, the emphasis should be on improving employee skills through various training provisions. Clients seek consistency and thus expect that all services should be similar in respect to quality and the ability of the service to meet their needs. This calls for empowerment and comfortable work conditions to motivate employees and give them incentive to deliver quality and excellent output. The methodology utilized is triangulation-a combination of both quantitative and qualitative research. The case study-Australian Consulting Engineers (ACE) was established in 1995 and has operations throughout Australia, the Philippines, Europe, U.A.E., K.S.A., and Lebanon. ACE is affiliated with key agencies and support organizations in the engineering industry with International Organization for Standardization (ISO) certifications in Safety and Quality Management. The objective of this study is significant as it sheds light on employee motivation and client satisfaction as imperative determinants of the success of an organization.

Keywords : leadership, motivation, organizational behavior, satisfaction

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