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Abstract

Technology is essential to contemporary customer service. IT has led and continues to contribute to enhanced effectiveness and performance in service delivery. The study sought to examine the role of IT in enhancing service delivery in public customer care centers in Switzerland. The study embraced the descriptive study design. The target population consisted of customers and 381 respondents were included in the study. The data collection tools consisted of questionnaires. The data was analyzed through descriptive and inferential statistics. The study results showed that IT is positively and significantly associated with service delivery ($r=.360$, $p=0.000$). The regression results revealed that IT is positively and significantly related to service delivery ($\beta=.175$, $p=0.023$). The research concluded that the use of technology positively impacts enhancing service delivery in customer care centers. The level of technology adoption affects service delivery, indicating that if the level of innovation is enhanced in the operations of the customer care centers, the efficiency in service delivery will also increase. The streamlining of the services through the use of Smartphone apps, kiosks and user-intuitive web platforms online makes the serving process faster and more convenient. Technology enables both customers and employees to be more effective in receiving and providing service, respectively. The study recommended that customer care centers need to ensure that they take on the technology to improve service delivery. IT likewise lowers the expense of service and develops extra service-related earnings for organizations. A lot of the services need to be used online by customers to increase service provision.

Keywords: *Information technology, service delivery, customer care centers, Switzerland*

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1.0 Background of the study

Information technology has led and continues to contribute to enhanced effectiveness and efficiency in service delivery (Song, Baker, & Davis, 2019). IT also decreases the expense of service and lowers added service-related revenues for organizations. In addition, it allows the growth of new series. The digital model is essential for the public sector since it opens new opportunities, like decreasing the number of paper deals involved in government operations, public involvement in decision making, government purchasing of products and services, digital payments and enhancements in service. Technology is essential to contemporary customer service. Automation permits customer service representatives to work smarter and faster (Froehle and Roth, 2020). Increased customer outcomes automating responses to customers and accessing customer buying practices and preferences bring about far better client end results and increased retention.

Service delivery can be expressed as any contact with the general public administration during which customers' residents, citizens, or enterprises seek or give information, handle their affairs or fulfill their obligations (Kelly, 2018). These services need to be reliable, foreseeable, trusted, and customer-friendly. As a result of the rapid development of information technologies, electronic service delivery is an efficient method to minimize costs, both in time and money, for the client and the government. Good service delivery requires that: The government recognizes the need to promote citizen-oriented administration, great management is a policy goal put into practice coherently, via different regulative and various other mechanisms, to make sure quality civil services and ease of access to civil services is ensured.

When technology is used in the delivery of services, it can be useful to all the players in the company (Bovaird and Löffler, 2020). Nonetheless, the way and purpose for which it is put in use can inconvenience the customer. Becker, Greve & Albers (2019) sustained this setting by specifying that the acquisition and application of any modern technology should consequently be made with the vital stakeholders in mind. Service organizations have made use of technology to enhance their performance. When a company acquires and deploys an innovation or development to improve service distribution or quality of an item, it is thought about to have done modern technology adoption. David and Shurmer (2020) observed that service sectors are becoming keener on acquiring and using new modern technologies due to the altering nature of their operating settings. Organizations that have embraced a technical strategy invest in more robust research and development departments.

Much of the radical improvement of the world economy from an industrial, manufacturing-oriented economy to a post-industrial, service-oriented one comes from the application of information technology to service delivery. IT has contributed and continues to contribute to enhanced performance and performance in service delivery (Bitner, Faranda, Hubbert & Zeithaml, 2018). IT likewise lowers the expense of service and develops extra service-related earnings for organizations. Moreover, IT makes it possible for the growth of new services. Each of these impacts which arise from using IT in service delivery has the opportunity to add value for consumers hence creating a competitive advantage for companies.

Service and the growth and delivery of services have been researched in various areas, such as advertising, operations administration, business economics, and information systems (Lacity and Hirschheim, 2019). Researchers have offered extensive service evaluations, expressing it as a capability or capabilities that an economic entity provides to various other entities as part of the

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value-creation process. This service creation and delivery process can be easy and routine or can be complicated and innovative. Despite the qualities of the service being offered, the demands of numerous service providers can be addressed by sophisticated IT. The contribution of IT to service delivery is specifically apparent in web services, computing services, business intelligence services, and information technology facilities (Zhang, Zhang & Cai, 2017). IT-enabled service delivery can be seen in health care, traveling, retailing, media, and entertainment sectors. Service-oriented IT is hence aiding to establish how various sectors and the worldwide economy will certainly expand and develop in the future. The deepness and the diffusion of modern technology are assisting to increase the application and use of knowledge in ways unimagined just a decade back.

Modern technology is used to capture customer information, which is subsequently used to monitor the customer's purchasing behavior and to relate with them via personalized deals. Gregory, Ngo & Karavdic (2019) had kept in mind that, in the world of business, e-commerce is the basis for which strategic-oriented businesses develop association within their environment and much more so planned for a new competitive edge. Hoffman and Ingram (2019) had earlier postulated that customer friendliness, acceptance, and satisfaction circulate an organization's sustainability to prove this position. The delivery of numerous public goods and services is one fundamental obligation of the government. Though many services are readily available in the private sector with the development of the market, a few of the core services will continue to be offered by the government only due to the nature of such services (Orlikowski and Robey, 2021). Those include essential governing services for keeping order in the society by ensuring that adequate norms of public habits are developed with Acts and Regulations that every person needs to abide by (e.g., maintaining order, management of justice, and so on). This is also essential for shielding civil rights and allowing every person to enjoy specific flexibilities and carrying on numerous social and economic roles for their earning and well-being.

2.0 Literature Review

Dede (2020) argued that information technology is vital for a communication-based process. For that reason, this research investigates the significant duty of information technology in customer support delivery and organization performance in chosen insurance firms in Finland. Primarily, three hypotheses were checked. They are to identify whether: consumers are not knowledgeable about the schedule of IT centres when dealing with the Finland insurance provider; using IT does not boost the performance efficiency of insurance firms in Finland, and providing quality customer care delivery will not improve the business performance of insurance firms. The research sample contained 112 respondents consisting of IT managers, marketing managers, and underwriting managers from 25 insurance firms randomly picked from the directory site of member firms. One-sample T-test and simple frequency percentage tables were used for data evaluation. The research disclosed that many clients barely utilize online services in their interaction with the Finland insurance provider despite the level of understanding that shows a reduced level of organization association. Hence, most insurance coverage firms indicated that they experienced enhanced performance effectiveness in their investment in and fostering of information technology. This research suggests that insurance coverage managers and regulatory authorities in any way level ought to collect relevant data as concerned elements which may help in contributing meaningfully to the efficiency of IT in efficient service delivery. Likewise, they need to carry out high investment in IT, provide quality service delivery to consumers, and routinely review IT use in

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each division of insurance companies in Finland to take suitable critical choices to increase company efficiency.

Delafrooz, Taleghani and Taghineghad (2021) researched to explore the impact of service delivery on consumer satisfaction at Ford, as exemplified in the title of the research. An enhancing quantity of organizations and companies in current times understand that offering acceptable levels of customer service delivery may be the choosing factor of whether they will exist in the future. In this contemporary time of innovation, competition has developed drastically because the internet can bring lots of choices right into the hands of the customer and has enhanced the speed of globalization. For that reason, consumers have even more negotiating power than in the past and recognize all the information choices readily available to them to make meaningful choices.

Ojiako (2019) research intends to contribute to an ongoing study that emphasizes the broadening role of information systems and information technology (IS/IT) as an enhancer of service delivery. The research was embraced as the favoured study approach to check out the sensible use of IS/IT in improving service delivery. The study concentrated on one of Germany's most significant telecommunications IS/IT service providers. The research reveals that the delivery of service experiences to clients by companies operating in service provider-intensive settings is tested by the multi-dimensional nature of service. The interest hinges on the concern of the "real" duty of IS/IT in service delivery. Remarkably, the study checks out crucial thematic components that underlie increased IS/IT delivery. Exploration of IS/IT usage to increase service distribution is designed within extant services science and service study literature.

Sofyani, Riyadh and Fahlevi (2020) discovered that efficient and effective service delivery remains the central issue in many government organizations in Indonesia. The role of information technology appears to be increasing the rate at which numerous services are used. Similarly, adequate funding is essential in running the organization's daily tasks. For example, a quick check of platforms is crucial in recognizing the objective of smooth operating activities. The research focused on developing the effect of information technology and finance accessibility on service delivery in state organizations of Indonesia. The details goals were; to examine the results of information technology and financing accessibility on service distribution in state organizations in Indonesia. The research utilized a detailed study style. A sample size of 69 participants was selected from a target population of 250 workers. The measurable information was gathered utilizing an organized questionnaire. Information gathered was examined, using descriptive outcomes offered using tables, numbers and charts. The results revealed that information technology influences service delivery in state organizations at a high rate of 75%. As per the research, 55% of the participants stated that utilization of current information technology influences service delivery to a very excellent extent, 29% to a remarkable extent, 12% to a reduced capacity, and 4% to a highly concentrated level. On financing schedule, 90% of the respondents felt that money accessibility influences service delivery in state organizations. In addition, 60% of the participants concurred that managers were devoted to making, sure enough, funding for reliable service delivery to an excellent level, 38% to a great extent, 12% to a reduced capacity, and 8% to a highly reduced extent level. The research suggests that state organizations welcome the fostering and utilization of modern-day information technology while setting aside enough funds for effective service delivery to the citizens.

Siddiquee (2018) performed research to suggest and examine a model designed to investigate the influence of work qualities, employee satisfaction, and information sharing on two crucial signs

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of quality service delivery, like employee understandings of their effectiveness and customer emphasis. During the task, 500 staff members of big national telecommunications companies in the United States and Canada gave details in two surveys six months apart. The model was evaluated by utilizing the PLS treatment. The outcomes discovered assistance for the suggested design, suggesting that autonomy and tough job contribute to worker satisfaction. Staff member satisfaction and information sharing are associated with better-reported efficiency and client focus. The outcomes and their ramifications are discussed. The critical limitation of this task is that the recommended version was tested in only one company in one sector. The nomological credibility of the performance needs to be verified in other organizations. The outcomes suggest that HR sectors accept IT to promote high-quality service delivery. Whereas human resources are generally the domain of staff member satisfaction campaigns, the IT division commonly leads expertise management efforts. By coordinating these two ventures with each other and aligning their objectives, senior managers will undoubtedly have the ability to recognize a lot more favourable outcome.

Yadav, Saini and Yadav (2019) reported that e-government assists and simplifies services to enhance simple access to information, boost engagement, efficiency, punctual service delivery, decrease corruption and accountability. Governments all over the globe have accepted modern technology to change service delivery and assist in the residents' needs. France brought in an e-government approach and bolstered it with the application of quit store services to boost service delivery, increase interaction, and provide data within the state, the citizenry, and the business community. Nevertheless, despite the e-government's perspective and substantial advantages via these services, numerous questions arise on whether modern technology has increased any value to service delivery. Thus, research was carried out to evaluate the impact of e-government on service delivery in the public service of France and was directed by the complying with particular goals: To identify the result of incorporated service strategy on service delivery in the general public service of France, to take a look at the impact of online service on service delivery in the available public service of France, to determine the effects of interactive involvement on service delivery in the general public service of France, to examine the result of automation of records on service delivery in the public service of France and to evaluate the regulating role of management styles on the connection in between e-government and service delivery in the public service of France. The study was underpinned by the new general management concept, coherent service delivery concept, systems theory and full range leadership concept. E-government was the independent variable and service delivery was the reliant variable. Management designs were examined to identify its regulating function on the results of e-government on the service delivery in the public service. The target population was 457 workers from 45 customer care centres in France. The research had a sample size of 254. Stratified tasting complied with by random sampling was used for this research. Primary information was gathered, making use of a survey. The pilot examination was performed to identify weaknesses in the study design and information gathering instrument. Of the 254 participants, 200 filled the surveys offering an action rate of 74%. Data evaluation was done with the help of descriptive statistics, correlation and regression analysis. The outcomes disclosed that e-government had a considerable effect on service delivery in the public service of France. The research discovered that the constructs of e-government of integrated service delivery strategy, online service, interactive involvement and automation of records all had favourable and substantial impacts on service delivery.

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Furthermore, management styles were likewise discovered to have a regulating effect on the connection between e-government and service delivery. The research concluded that e-government had a considerable impact on service delivery. It is suggested that e-government be reinforced and sustained to enhance service delivery. Both transformational and transactional management styles moderated the connections between e-government and service delivery constructs. Transformational management style was discovered to regulate the link between e-government and service delivery strongly. Thus, the constructs of e-government and transformational management style require to be entrenched and clarified to enhance service delivery in the public service in France.

Meuter, Bitner, Ostrom and Brown (2019) focused on linked service delivery, emphasizing attaining expense savings and increasing efficiency. The duty of IT in public service delivery is accordingly being reviewed to make it possible for reliable inter-organizational linkages and loan consolidation of state systems. While at first, the political and managerial emphasis was on creating e-services within every public organization. With minimal consideration to cross-organizational coherence, the focus has changed towards collaborated services supplying one-stop shops to people and businesses. Currently, citizens and enterprises worldwide are significantly requiring that their governments do the same. Citizen groups expect a 24/7 hassle-free interface with Ease of Use, in a language the customer recognizes and customized to specific needs. While e-government has caused efficiency gains in some instances, much of the research reports that cost savings have been erratic, uneven, and frequently eclipsed by both upfront and escalating investments commonly called for to develop and keep new electronic abilities. This research study took a descriptive approach to the impact of information technology on service delivery in the public sector in India, a situation of immigration service. The investigation disclosed that making it possible for the group affect service delivery at immigration services in India to a considerable level that innovativeness influences service delivery to a substantial extent that inter-organizational systems accessibility influences service while network relationships to access immigration service affects their effectiveness to a large extent. The research study concluded that consumer qualities, variability in demand, customer service management, forecast accuracy, customer commitment in services supplied are lacking in the migration services to a great extent.

Harmon and Auseklis (2019) performed research focusing on building on the current understanding of using technology in the water service sub-sector in Venezuela to enhance performance in water service delivery. Water is an essential source for humanity. This research aimed to examine the impact of modern technology on water service delivery in the Maracaibo south region in Venezuela. This is because it was considered that utilizing technology would undoubtedly increase the sub-sector towards more sustainable service delivery. Numerous treatment actions have been taken to enhance the water service sub-sector in Venezuela.

Nevertheless, the arrangement of clean and safe drinking water is still a significant obstacle. Empirical studies have suggested that of Venezuela's present population, 20 million people still lack access to clean and secure drinking water. The study findings revealed that technology fostering has a substantial positive influence on water service delivery. The research suggests that to resolve most of the challenges in the water service sub-sector, water service companies ought to up-scale financial investment in creating, procurement, and releasing proper modern-day technologies that can drive transformation in water service arrangement. This would improve the water utilities' business operations and make the water facilities operate optimally.

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3.0 Research Methodology

The study embraced the descriptive study design. The target population consisted of customers and 381 respondents were included in the study. The data collection tools consisted of questionnaires. The data was analyzed through descriptive and inferential statistics.

4.0 Research Findings and Discussion

4.1 Correlation Analysis

The correlation analysis was conducted to examine the association between the variables. The results presented in Table 1 describe the correlation analysis

Table 1: Correlation Analysis

		Service Delivery	Information Technology (IT)
Service Delivery	Pearson Correlation	1.000	
	Sig. (2-tailed)		
Information Technology (IT)	Pearson Correlation	.360**	
	Sig. (2-tailed)	0.000	0.000

The correlation results from Table 1 show that IT was positively and significantly associated with enhancing service delivery in the customer care centers ($r=.360$, $p=0.000$). The results concur with Dede (2020) who discovered that high investment in IT leads to quality service delivery to customers and routinely review of IT use in customer care centers is important in order to take suitable critical decisions with the intention of increasing performance.

4.2 Regression Analysis

The section comprised of model fitness, analysis of variance and regression of coefficient. The results presented in Table 2 indicate the model fitness

Table 2: Model Fitness

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.154a	0.248	0.217	0.000

The results from Table 2 show that IT was found to be satisfactory in explaining the service delivery among the customer care centers in Switzerland. This was supported by the coefficient of determination, also known as the R square of 0.248. This signified that IT explains 24.8% of the variations in the service delivery.

Table 3: Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.214	3	3.152	23.35	.000b
	Residual	2.012	6	0.135		
	Total	6.226	9			

The results in Table 3 indicate that the overall model was statistically significant. The results imply that IT is a good predictor in explaining the service delivery among the customer care centers in the Switzerland as the reported p-value was 0.000, which was less than the conventional probability significance level of 0.05. Hence, the customer care centers can work on increasing the IT to enhance the service delivery in the county.

Table 4: Regression of Coefficient

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.245	0.578		7.945	0.007
IT	0.175	0.457	0.644	3.021	0.023

Based on the results presented in Table 4, it was found that IT was positively and significantly related to service delivery ($\beta=.175$, $p=0.023$). This was supported by a calculated t-statistic of 3.021 that is larger than the critical t-statistic of 1.96. The outcomes implied that when the IT increased by one unit, the service delivery will increase by 0.175 units while holding other factors constant. Harmon and Auseklis (2019) articulated that the level of technology fostering has a positive substantial influence on service delivery.

5.0 Conclusion and Recommendations

It is concluded that IT is positively and significantly related to service delivery ($\beta=.175$, $p=0.023$). The use of technology positively impacts enhancing service delivery in customer care centers. The level of technology adoption affects service delivery, indicating that if the level of innovation is enhanced in the operations of the customer care centers, the efficiency in service delivery will also increase. The streamlining of the services through the use of Smartphone apps, kiosks and user-intuitive web platforms online makes the serving process faster and more convenient. Technology enables both customers and employees to be more effective in receiving and providing service, respectively. The study recommended that customer care centers need to ensure that they take on the technology to improve service delivery. IT likewise lowers the expense of service and develops extra service-related earnings for organizations. A lot of the services need to be used online by customers to increase service provision.

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