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27.Title	Customer Service and Delivery Attributes: A Swedish Case-Study
Conference	TAPMI International Conference on Services Management, Manipal, India from February 15-16, 2008.)
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Abstract	Customer satisfaction through order fulfilment is an important goal for

organizations. In order to improve their relationship with customers, companies are outsourcing their less core activities to TPL firms. Outsourcing is not a new phenomenon in the business world of today. The need to focus on their core competence has caused many firms to outsource their non-core activities to other firms. Outsourcing occurs through contracts and in some cases, the contract is terminated before it reaches maturity in situations when the seller of the service is not performing well. As a result the activity outsourced is brought back to be performed in-house. Bergsala AB is one such company that has outsourced its warehousing to Holship AB in order to focus on its core competence. But Holship's performance does not satisfy Bergsala. As a result, Bergsala considers terminating the contract with Holship with the aim of performing it by itself.