



## **Role of communication in service delivery**

Gerald Fleming

Met Eireann, Forecast Division, Ireland

Every time we buy something in a shop or visit a restaurant, we encounter Service Delivery. The cheerfulness and helpfulness of the person who serves us creates a significant impression quite separate from the quality of the product which we are buying, and can make all the difference between a positive and a negative experience. When we come to the delivery of weather forecasts and warnings, Service Delivery takes on a whole new dimension. Ultimately a weather forecast and/or warning is just a professional opinion on what may happen at some future time. For the forecast or warning to have any value, the receiving person must decide on some actions, and the likelihood that they will do this is strongly bound up with their confidence that the prediction will come true. So, Service Delivery in the context of meteorology is not just about the pleasantness or otherwise of the “delivery experience” but it plays a key role in the effectiveness of the service itself. Like so many other key social interactions, good Service Delivery is built on excellence in communication, and through communication a profound understanding of the user’s needs. This presentation will examine these ideas and in particular the concept for the Service Delivery “Value Chain”.