



## SERVICE DELIVERY IN ELECTRICITY SUBSECTOR OF NIGERIA ECONOMY

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### Abstract

*The challenges of service delivery in the electricity sector grow speedily. consumers and customers of this sector are in constant out-cry of the poor quality of electricity supply delivered. The electricity sector is undeniably one of the major sectors in the world, and in Nigeria, it contributes largely to the nations GDP. It can never be overemphasized that quality delivery of constant electricity supply is the pinnacle of any developed or developing nation. One of the major criteria that draws investors to a nation, is quality service delivery of electricity supply. The problem remains that while Nigeria has undergone quite a number of reforms to improve the quality of electricity supply and over dependability on one source of supply, it seems that this poor epileptic delivery of electricity supply is yet to be tackled and Nigeria's economy still dwindles. Many consumers still suffer the brunt, as most business depend on this electricity supply to thrive. More so the high tariff cannot be compared to the poor service delivery. Could this problem stem from the distributing companies or the government? This theoretical paper while analysing previous theories on services delivery, is an overview on how service delivery in the electricity sector can be further improved, as it equally evaluates the challenges and opportunities that lies ahead in the electricity sector towards economic development. In conclusion, this paper reveals how the government and distribution companies can work unanimously to tackle the perils of the service delivery in the electricity sector for economic development.*

**Keywords:** Electricity Supply, Service Delivery, Economic Development

### 1. Introduction

Epileptic electricity supply has continued to forestall economic development of Nigeria. The power sector is one of the major sectors in the world, that contributes largely to the nations GDP, The quality of electricity supply is the pinnacle of any developed or developing nation. One of the major criteria that draw investors to a nation is quality of service delivery especially in electricity supply. Past reforms in Nigeria has looked into this poor delivery of electricity supply, and they provided a solution by privatizing the electricity sector, but yet these companies have failed in delivering quality electricity supply.

In the world of today, where imitation is inevitable, particularly amongst service businesses, organizations have come to realize that quality service is a critical and essential strategy to corporate success. Service quality is the overall assessment of a service by the customer (Eshighi, Roy & Ganguli, 2008). Organizations over the years have also regarded perceived service quality as a strategic tool for positioning as well as means of achieving operational efficiency and improving business performance (Mehta, Laiwan & Han 2004). No doubt,



satisfied customers are more willing to pay for the benefits they receive and may tolerate increase in price.

Previous studies have looked at service delivery in different organisations, but little has been done on service delivery in the electricity industries. This paper therefore provides an overview of existing and new research relating to service, service delivery in relation to how it can be used to improve power supply and in turn provide economic development .

## **2. Literature Review**

Service amongst many definitions could be seen economic activities that create value and provide benefits for customers at specific times and places, as a result of bringing about a desired change in or on behalf of the recipient of the service. It is also an activity that is intangible, it is not stored and does not result in ownership. It is one of the two key components of marketing. Service should be approached from the customer's perspective because it is the customer's total perception of the outcome which generated through a process (Edvardsson 1998). A poor service or a service failure will result in dissatisfaction and this in turn will prompt a variety of responses which may include complaining, negative word-of-mouth and decisions not to repurchase. If it is impossible to avoid service failures and dissatisfaction, then it becomes increasingly important for organisations to understand how to manage such occurrences and minimise their adverse effects. (Christine Ennew & Klaus Schoefer, 2003). There is increasing evidence to suggest that effective service recovery will generate a range of positive customer responses with complaint handling being seen as a key element in service recovery. Responding effectively to consumer complaints can have a significant impact on satisfaction, repurchase intentions and the spread of word-of-mouth. On the other hand, Service quality is a dynamic state associated with products, services, people, processes and environments that meets or exceeds expectations and help produce superior value (Goetsch & Davies, 2010). It is a degree of excellence. It is important to note that perception of quality is not static and may change with customer's experiences and view of the world.

However service quality is the overall assessment of a service by the customer (Eshighii, Roy & Ganguli, 2008). Intangible elements of service include inseparability, heterogeneity and perishability which are critical determinants influencing service quality perceived by a customer (Douglas & Connor, 2003). Companies should be able to define what service quality means to them in order to deliver services with higher quality level, in order to increase customer satisfaction. Many researchers have also showed that service quality perceived by customers will directly influence customer satisfaction as well as their trust in the service firm. (Parasuraman *et al.*, 1988; Aydin & Ozer, 2005; Ismail *et al.*, 2006). Service quality is not only involved in the final product and service, but also involved in the production and delivery process (Kumra, 2008). Service delivery is concerned with where, "when, and how the service product is delivered to the customer. Having a service company is synonymous with delivering excellent service.

The success of a product support strategy depends on how effectively these services are delivered, and in designing the service delivery system, companies should focus on what creates value to them and how to engage frontline employees to deliver the customer experience. It cannot be overemphasized that in the service delivery system, it is the people that make the



difference. Service from one person to another would vary even with the same product features, therefore there is a need for an integrated service marketing approach that will seek to provide uniform service, as well as creating the convenient environment for customers to do business. There are many approaches to delivering service quality, but they all start with understanding what the key elements are. five dimensions of service quality

Table 1: Five dimensions of service quality

Service Quality Dimensions	Meaning
Tangibles	The physicality of the service, appearance of the physical environment, equipment, personnel and communication materials
Responsiveness	Willingness to help customers and to do so in a timely manner
Reliability	The ability to perform the promised service dependably and accurately
Assurance	Knowledge and courtesy of staff and their ability to convey trust and confidence
Empathy	Provision of personalized service and a caring attitude

Source: Zeithamal, Parasuraman & Berry (2009)

In achieving a quality service delivery, these five dimensions of service delivery and more must be looked into and balanced properly to create customer satisfaction.

### **3. Quality Service Delivery in the Electricity Sector and Economic Development**

Economic development is the process by which the economic well being and quality of life of a nation, region or local community are improved. Economic development is the process by which emerging economies become advanced economies. Economic development goes beyond growing the nations GDP and drawing investors, it also looks at the general well being of the citizens of the nation.

It is also necessary to look at the part the government have to play to ensure that electricity supply is greatly improved to achieve economic development. As necessary as it is to create reforms, it is also very important to execute these reforms to the latter. having established thee fact, it is also important to note that the government has a major role to play in achieving standard and quality electricity supply in the economy. These role may include the following.

Providing or generating enough mega watts for the distribution companies to distribute. It is the duty of the government to provide all necessary equipments and technology to provide enough megawatts for the country. making necessary repairs and improvement where necessary. Monitor and regulate the power distribution companies. It's not enough to just sign over the distribution power to an organisation, they must be monitored and regulated when necessary to ensure that quality service is provided. Time to time analysis of job well done and reforms when necessary can boost the power supply sector. Excellence being the watchword for each organization involved directly or indirectly in the power supply sector.



Economic development can be fast achieved if both government and private organizations in charge of electricity supply work together to achieve synergy. It can never be overemphasized that quality delivery of constant power supply is the pinnacle of any developed or developing nation. and it still remains one of the major criteria that draws investors to a nation. With the fast growth in technology, no nation can develop economically without constant power supply as technology and power supply go hand in hand. Moreover many small medium enterprises depend on constant power supply to thrive, this poor and irregular power supply frustrates the efforts of many citizens who are trying to make an honest living, this in turn creates room for poverty, hunger and insecurity in the economy, thus pushing the nation's economy to a downward slope

#### **4. Conclusion and Recommendation**

This work examined the challenges of service delivery in the electricity sector towards economic development .The electricity sector still remains one of the rocks behind a developing economy, albeit the nations past reforms, it seems that power supply still dwindles and poor service delivery on the part of the distribution company is alarming. This work using past and present models and theories on service quality analysed the reasons why there seems to be a forestall in the government's effort to deliver quality power supply. Making reference to the five dimensions of service quality model by (Parasuraman *et al.*, 1998), different ways to improve service quality was highlighted. and the need for quality service delivery in the electricity sector towards achieving economic development was enumerated.

Having examined this work extensively, it was further recommended that both government and private distribution companies should both work together to achieve synergy in delivering quality service in the electricity sector. Government should fight corruption and use professional and capable hands in generating and distributing quality electricity supply. That distribution companies should be more practical in their application of service quality, as their customers are there topmost priority. The economic development of every nation is not a trivial issue, it must be handled appropriately .any nation that ignores its electricity sector, has planned to fail. Therefore government and private distribution companies should work hard to achieving quality service delivery in the electricity sector.

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