

Improvement of the Quality of Services at the Instituto Tecnológico de Nuevo Laredo

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ABSTRACT

This study highlights the importance of improving service quality in higher education, focusing on the Technological Institute of Nuevo Laredo. To address high competition and student attrition, it is essential that faculty and staff provide exceptional service, fostering student satisfaction and retention. The study assesses the impact of staff training on improving educational service quality through field research, including direct observation and digital surveys. The findings emphasize the value of customized training programs to meet the technical, behavioral, and managerial needs of employees, enabling effective performance and adaptability. The study concludes that staff training is crucial to institutional success, as it improves the student experience, strengthens the institute's reputation, and provides a competitive advantage.

Keywords: service quality, staff training, student satisfaction, educational institutions, competitive advantage.

INTRODUCTION

The quality of service in educational institutions is a key factor for student retention and satisfaction. At the Instituto Tecnológico de Nuevo Laredo, the attention and treatment provided by teachers and administrative staff can make a difference in the perception and permanence of students.

Higher education must not only ensure quality academic teaching, but also a supportive environment where students feel supported and valued. An efficient, empathetic service aimed at continuous improvement contributes to institutional prestige and a better educational experience.

This training program aims to improve the quality of service through the development of skills, attitudes and knowledge in teaching and administrative staff, promoting a culture of excellence in care.

The program will address key aspects such as effective communication, conflict resolution, leadership, empathy, and commitment to student satisfaction, ensuring that each staff member can perform their role with a quality service approach.

The following sections will detail the structure of the programme, the specific objectives, the training methodology and the evaluation mechanisms to ensure its success.

GENERAL OBJECTIVE

Train teachers and administrative staff to improve the quality of educational service, increasing student satisfaction and optimizing institutional efficiency.

SPECIFIC OBJECTIVES

To raise awareness among staff about the importance of quality in the educational service, promoting an attitude of commitment and continuous improvement.

Provide tools to optimize communication, attention and treatment with students, strengthening the relationship between the institution and its educational community.

Develop key skills such as leadership, teamwork and conflict resolution, which contribute to a positive and efficient organizational environment.

Implement strategies that improve administrative and academic processes, facilitating the management and optimization of institutional resources.

To promote an organizational culture based on continuous improvement, quality of service and student satisfaction as the central axis of institutional development.

These objectives will ensure that the staff of the Instituto Tecnológico de Nuevo Laredo is better prepared to offer an educational service of excellence, strengthening the reputation and competitiveness of the institution.

JUSTIFICATION

In an increasingly competitive educational environment, the quality of service is a determining factor in students' decision to choose and stay at an institution. Beyond the academic level, students value attention, treatment and efficiency in administrative and educational processes, which influences their experience and satisfaction.

A well-trained staff not only improves the perception of the institute, but also optimizes academic and administrative performance, creating a more efficient, organized and focused environment on excellence.

This program seeks to strengthen the competencies of the staff, promoting a positive and proactive attitude in the attention to students. Through the development of skills in communication, leadership, teamwork and customer service, a significant impact will be achieved in:

The quality of teaching and administrative processes.

The commitment and motivation of the staff.

The institutional image and the perception of the students.

Implementing a training program aimed at improving the service will allow the Instituto Tecnológico de Nuevo Laredo to distinguish itself for its quality service, promoting student satisfaction and loyalty, which will contribute to the growth and prestige of the institution.

Methodology

The training program will be developed through structured sessions that combine theory and practice, with the aim of strengthening the competencies of teaching and administrative staff in the provision of a quality educational service. Various pedagogical strategies such as interactive workshops, group dynamics, case studies and virtual sessions will be used to ensure comprehensive training.

The program will be divided into three main areas:

Customer Service and Support Training

This section aims to improve the skills of the staff in interacting with students, ensuring an efficient and friendly service. The following topics will be addressed:

Importance of student service: impact on student satisfaction and permanence.

Effective communication techniques: strategies for conveying clear and empathetic information.

Complaint handling and problem solving: Tools to manage difficult situations and improve the user experience.

Empathy and a positive attitude in service: keys to fostering an environment of respect and cordiality.

Development of Teaching and Administrative Skills

In this stage, the competencies of the staff will be strengthened to improve efficiency in the performance of their academic and administrative functions. The following topics will be included:

Innovative pedagogical strategies: teaching methods to improve educational quality.

Use of technological tools in education: integration of ICT to optimize learning processes.

Time management and work organization: techniques to improve productivity and reduce work stress.

Teamwork and leadership: Developing skills for better collaboration and decision-making.

Implementation of a Culture of Quality

An organizational culture based on continuous improvement and commitment to institutional excellence will be promoted. Staff will be trained in:

Principles of continuous improvement: strategies to optimize processes and services.

Evaluation and feedback of the educational service: tools to measure student satisfaction and detect areas for improvement.

Development of a positive organizational environment: importance of the work environment in the quality of service.

Commitment to institutional excellence: individual and collective responsibility for the improvement of the institution.

The training will be given in face-to-face and virtual formats, with dynamic activities that allow the practical application of the knowledge acquired. Staff participation will be encouraged through group exercises, case studies and simulations of real situations, thus ensuring meaningful and applicable learning in the work environment.

ASSESSMENT INSTRUMENTS

Satisfaction surveys

Applied before and after training to measure staff perception of the importance of the service and their own level of competence.

Targeted surveys of students and employees to assess the impact of training on service quality.

Performance Reviews

Follow-up of trained personnel through individual and group evaluations.

Analysis of the level of application of the tools acquired in the training program.

Monitoring of service quality

Direct observations on staff interaction with students.

Review of comments and feedback from students on the attention received.

Analysis of institutional indicators

Student retention rate: evaluation of the impact of the program on the permanence of students in the institution.

Perception of service quality: comparison of results before and after training.

Improvements in response times and administrative efficiency.

Success Criteria

The program will be considered successful if the following results are achieved:

Increase in student satisfaction with respect to the attention and service received.

Improved staff performance in problem-solving and effective communication.

Increased student retention due to a better experience at the institution.

Development of a culture of service and continuous improvement within the institute.

These indicators will make it possible to objectively evaluate the impact of the program and determine improvement strategies for future training

CONCLUSION

The training of teaching and administrative staff is a key element for the continuous improvement of the quality of the educational service of the Instituto Tecnológico de Nuevo Laredo. Through this program, it seeks to provide effective tools and strategies that strengthen attention, communication, and efficiency in daily work.

A trained and committed staff not only improves the experience and satisfaction of students, but also optimizes institutional processes, promoting a more efficient and organized educational environment.

In addition, the implementation of a culture of quality and continuous improvement will allow the institution to distinguish itself for its excellence in service, consolidating its prestige and fostering a greater sense of belonging among students, teachers and administrative staff.

In conclusion, this training program represents a strategic investment for the development of the institution, with a direct impact on student satisfaction, the strengthening of staff and the improvement of the educational environment, thus ensuring its competitiveness and future growth

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