

**Identifying and ranking of Critical Success Factors (CSF)
of Civic Services in New Service Development (NSD)
Projects of Municipality by Use of Grey Relational
Analysis (GRA) Technique Study**

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Abstract

There is ample evidence that a well-designed and developed service system is a representation of 'quality of life' in societies. It's important for presenting and existing in the market, service organization successfully manage their new service. New service development (NSD) has emerged as an important area of research in service operations management and numerous studies in the last two decades are revealed many its factors of success and failure.

This research with the aim of civic new service development, Critical Success Factors (CSF) that effect on New Service Development (NSD) projects of municipality are identified and ranked by investigating previus studies results. in this matter, 35 critical criteria are accepted by use of statistic tests then these factors are ranked by Grey Relational Analysis (GRA). The employing worthy engineers and man power, attention to clarity and greenery of area, and aiming of new services of municipality are the first to third preferences.

Key words: Critical Success Factors (CSF), New Service Development (NSD), civic services, Grey Relational Analysis (GRA)

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