ABSTRACT

The researches discuss service failure in 3C(Consumer Electronics, Computer and Communication) retailer. We discover six different of service failure (negative feeling), and tryout two of new approaches and theories to 3C retailer. First, there has four distinction in the consumer subjectively service blueprint. (a) Correlation. Even separated by the stage, all of the failure still has causal relation. (b) Continuity. Customer's feeling and experience is continued to going. To cut retailed service and maintenance service is a mistake of management. (c) Extended. There is a lot of service failure happened when the consumers leave the retail store, management have to pay close attention to the new service blueprint. (d) Repeated. Consumer subjectively service blueprint looked very complicated, but induces blueprint, we can dig out that the six stages are repetition. It isn't hard to management. Second, The different between consumer and manager. The manager focus on the "single significant event" and "responsibility" to discuss service failure, but The consumer take the judgment by "Continuously experiences feeling". There is five differences projects on the approach.

Keywords: service failure; customer experience management; service blueprint

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