

Service encounter and service blueprint of apparel retailing : a research of subjective sequential

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ABSTRACT

Focusing on workflow, the studies of Blueprinting usually have structural inequality, implicit analysis toward failure points and lack of the process of customer experience. This study examines the complicated continual messages that the customers show in service encounter. The researcher tries to find out the featured clues that touch or anger the customers. In the customer cases of apparel retailing, the researcher analyzes 25 negative stories and 20 positive stories. After inducting the relevant clues into models the researcher sorts the links of the model into three areas: the waiter and customer interaction area, customer emotion study area, and customers living area. Finally, the researcher builds up the service blueprinting of apparel retailing by including these areas into different service stages. The service blueprinting designed in this study can handle customers' experience fully and grasp the continually featured clues that customers show amongst the consumption process. The employees can follow the service blueprinting and design a satisfied service environment for the customers or try to remedy when there is any crisis.

Keywords : Service Blueprinting、Subjective Sequential Incidents Technique、service encounter、Apparel Retailing

Table of Contents

內容目錄 摘要	iii	英文摘要	iii
. iv 致謝辭	iv v 內容目錄	v
. vi 表目錄	vi viii 圖目錄	viii
. ix 第一章 緒論	1 1 第一節 研究背景與動機	1
. 1 第二節 研究目的	3 2 第二章 文獻探討	2
. 4 第一節 服務接觸	4 4 第二節 服務藍圖	4
. 6 第三節 顧客經驗管理	15 15 第三章 研究方法	15
. 22 第一節 研究步驟	22 22 第二節 資料收集	22
. 23 第三節 主觀事件順序技術分析步驟	27 27 第四節 服務藍圖的操作步驟	40
. 40 第四章 研究分析與發現	42 42 第一節 服飾業顧客情緒延伸表	42
. 42 第二節 服飾業負面類別與模型之分析	44 44 第三節 服飾業正面類別與模型之分析	52
. 52 第四節 服飾業服務藍圖	58 58 第五章 結論與建議	68
. 68 第一節 結論	68 68 第二節 管理意涵	69
. 69 第三節 研究限制與建議	73 73 參考文獻	75
. 75 附錄A	83 83 附錄B	91
. 91 附錄C	93 93 表目錄	93
表1-1布疋及服飾品零售業近十年員工數、企業數及年收入一覽表	2	表3-1正面故事基本資料分析	24
. 2 表3-2負面故事基本資料分析	25 25 表3-3研究案例資料之統計表與意涵	26
. 26 表3-4案例6單一故事分析表格	29 29 表3-5負面瀏覽階段聯集表	30
. 30 表3-6正面重回階段模型表	32 32 表3-7負面結帳階段典型陳述表	33
. 33 表3-8負面顧客情緒延伸表	34 34 表3-9正面顧客情緒延伸表	37
. 37 表4-1服飾業服務階段定義	42 42 圖目錄 圖2-1服務藍圖要素圖	9
. 9 圖3-2服務藍圖	41 41 圖4-1入門階段分析圖	45
. 45 圖4-2瀏覽階段分析圖	46 46 圖4-3試穿階段分析圖一	48
. 48 圖4-4試穿階段分析圖二	48 48 圖4-5等待調貨階段分析圖	49
. 49 圖4-6結帳階段分析圖	50 50 圖4-7重回階段分析圖	51
. 51 圖4-8事後階段分析圖	52 52 圖4-9入門、瀏覽階段分析圖	53
. 53 圖4-10試穿階段分析圖	54 54 圖4-11等待調貨、結帳階段分析圖	56
. 56 圖4-12重回、事後階段分析圖	57 57 圖4-13危機處理藍圖 入門、瀏覽階段	59
. 59 圖4-14危機處理藍圖 試穿階段	60 60 圖4-15危機處理藍圖 等待調貨階段	61
. 61 圖4-16危機處理藍圖 結帳階段			

. 62 圖4-17危機處理藍圖 重回、事後階段 63 圖4-18顧客情緒經驗藍圖 入門、瀏覽、試穿階段 . . 64 圖4-19顧客情緒經驗藍圖 試穿、等待調貨階段 . . . 65 圖4-20顧客情緒經驗藍圖 結帳階段
. . . 66 圖4-21顧客情緒經驗藍圖 重回、事後階段 67

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