

Military's Multi-Pipeline Appeal System's Service Quality of Satisfaction Study Based on Consumer Relationship Management

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ABSTRACT

In recent years, the ROC (Taiwan) military has kept carrying out organizational reform and actively promoting military service system by transforming the military service system from the conscription to “voluntaryism” to recruit appropriate quantity of excellent talents with strong adaptability to join voluntary military service. On the other side, the military has implemented incentives including proactively encouraging current military service personnel to show their willingness to stay in the military, reviewing the existing related supporting measures, planning reasonable remuneration and welfare, strengthening medical services and military dependant care, and cooperating on improving the service environment and quality. The ROC military has further reviewed the national defense capability and established policy priorities for timely promotion to boost excellent servicemen’s willingness to stay in the military. In the respect of reform, the ROC military attaches importance to military’s safety discipline to implement rational training and discipline in addition to emphasize its special nature and maintain servicemen’s welfare. Through multiple channels, military servicemen can lodge a complaint about the infringement of their lawful rights and interests for any inappropriate disciplinary action or wrongful treatment to protect their rights and interests. Therefore, perfecting the complaint system has also become one of important issues about the current promotion of all-volunteer recruitment system. Customer relationship management (CRM) is the method used in this research to obtain related information through questionnaire. Descriptive analysis, factor analysis, reliability analysis, correlation analysis and T test are further used to analyze and delve into the relations between service quality and satisfaction on the multi-channel complaint system. Findings of this research have indicated that the service quality for the existing multi-channel complaint system fall short of military servicemen’s expectations and their actual feeling, and the level of quality of service shows no significant effect on servicemen’s satisfaction over the complaint results. This result shows that overall approach and procedure for handling complaints for the military’s existing multi-channel complaint system still fall short of expectations. When implementing the multi-channel complaint system in the future, the military should abide by the principles of service, objective, impartial, open, fair and transparency to coordinate assistance to bring solutions to complaint incidents with the attitude of sincerity and thinking of servicemen as part of us to bring more incentives right protection and service for military servicemen.

Keywords : The Military's Complaint System、Customer Relationship Management、Service Quality、Satisfaction

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