

The Study of Service Failure and Service Recovery to the Management of the Sells the Field Service — A Case Study of th

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ABSTRACT

This research is based on depth interview and in the perspective of the service attendants, discussing effective amending methods and studying the market service attendants. Expect to discovery whole new concepts of service management. Service Industries are the major economics in the modern society. Without customers, none of the industries can survive. Whether the services offered can satisfy the guests rely on the attendants. In the past, the researchers mainly discussed the customer service, the service amending, on the perspective of the customers. Nevertheless, it is the cooperation among the staff that can solve all the service problems. Along this line, the role of the attendants is even more significant. How to serve and satisfy the customers and what needs and managements should receive attention from the attendants are worthy our discussion. The study reports that the main problems to the service attendants are: 1. The misbehavior and improper language from the customers hurt the ego of the service attendants. 2. Customers ask for extra discount. 3. Customers raise their voice and influence the others. 4. Customers keep complaining. 5. Customers ask for changing or refunding products. 6. Customers are unreasonable. 7. Customers unreasonably request and reply. 8. Attendants are misunderstood when being too passionate. 9. Attendants treat unusual situation in a usual treat. 10. Different understanding and information backgrounds exist between the service attendants and customers. Practical suggestion is that the manager of the attendants should offer the attendants proper backup in the right time in order to promote the service quality and satisfy the customers.

Keywords : Service Failure ; Service Recovery ; Exploratory Research

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