

# A research on improving customer satisfaction of Post Exchange The example of 601 Post Exchange

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## ABSTRACT

At the highly competitive era, the upgrade of quality has become a consensus among all organizations or enterprises. Currently the public services have become the very important output of government organizations. As the main function of government is to provide service to people, the government sees people as its consumers. So the government policies should be formulated in accordance with people's needs, and the quality of provided service people is the crucial element to meeting consumers' requirement. In recent years, the ROC Armed Forces has overthrown its conversional thought and reorganized its organization and manpower in conformity with the policy of the Executive Yuan in order to boost the quality of service to general publics. Of which, the Post Exchange is also facing a lot of the doubts and challenges from the outside such as competing with private enterprises, lack of expertise, limited by legal regulation, etc. We believe it is necessary for us to integrate all our internal resources to reshape a management mechanism to meet the outside challenges via collecting all people's wits and taking more flexible approaches. This research highlights the theories about service quality and consumers' satisfaction to determine the research structure and the evaluation index of the inside/outside consumer satisfaction. In addition, we adopt the questionnaire to inquire into the potential issues occurred in Post Exchange and their possible solutions. Also, based upon the total quality control GAO model and with the abstract index classifying the investigation data, we explore the difference of service that the customers have practically received and they expected. Based upon customer satisfaction, the steps for further improving business operation are searched so as to facilitate the policy formulation and avoid just presenting slogan but without action due to a lack of competitors in the market. It is hoped that with concerted efforts among relevant units, the operations and business of Post Exchange will enter an epochal era and provide better and even more complete service to its consumers.

Keywords : Service quality ; Customer satisfaction ; GAO model ; Quality control

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