

電信零售業服務失誤與服務補救:以自覺控制感觀點探討

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摘要

儘管顧客服務中心普遍設立於企業內，但卻未能發揮部門功效，提升來電者的滿意度，因此，本研究以自覺控制感之概念為首，檢視電信零售業顧客服務中心，形成服務失誤之原因，結合「主觀順序事件技術」(Subjective Sequential Incidents Technique, SSIT)分析方法，建構隸屬於電信零售業的主觀遞送藍圖。

關鍵詞：服務失誤(service failure)，知覺控制感(perceived control)，主觀順序事件技術(subjective sequential incidents technique)

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