

Service Failure and Service Recovery in Telecommunication Retailing: Perceived Control Analysis

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ABSTRACT

Although customer service center ubiquity, there are no studies panorama the determinants of caller satisfaction in the telecommunication. The research study uses service failure reason from perceived control. The research use Subjective Sequential Incidents Technique to analysis customer complain experience and establish subjective service deliver blueprint in customer service center.

Keywords : Service Failure, Perceived Control, Subjective Sequential Incidents Technique

Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 第一章 緒論	
1 第一節 研究背景與動機	1	1 第二節 研究目的	1
5 第二章 文獻探討	5	6 第一節 服務失誤	6
6 第二節 顧客經驗管理	6	9 第三節 自覺控制感	9
12 第四節 關鍵時刻與服務遞送藍圖	12	16 第五節 顧客服務與客服中心	16
18 第六節 劇場理論	18	19 第七節 服務補救	19
21 第三章 研究方法	21	25 第一節 研究工具	25
25 第二節 資料收集對象	25	27 第三節 資料分析方法	27
28 第四章 研究發現與資料分析	28	31 第一節 電信零售業之主觀服務遞送藍圖	31
31 第二節 電信零售業之氣點概念	31	33 第二節 服務失誤類型相關文獻之比較	33
36 第三節 服務失誤類型相關文獻之比較	36	39 第四節 研究發現	39
41 第五章 結論	41	41 第一節 研究結論	41
41 第二節 管理意涵	41	42 第三節 研究建議	42
46 第四節 後續研究之建議	46	47 參考文獻	47
48			

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