

醫療業服務失誤與服務補救:顧客經驗管理趨向之研究

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摘要

本研究藉由醫療業有關急診或緊急事件服務失誤的案例，以顧客經驗管理取向，建構醫療業主觀服務遞送藍圖，及其管理意涵，而且將主觀遞送藍圖與傳統文獻所提的客觀遞送藍圖做比較。從十四個故事案例中，運用主觀順序事件技術分析(Subjective Sequential Incidents Technique, SSIT)後，發現負面顧客經驗可區分11個階段，86個氣點，這些負面情緒經驗，經歸納計有「隱性氣點」、「引發事件氣點」、「回應不當氣點」、「戲劇論氣點」、「補救氣點」、「連結氣點」、「提醒性氣點」。經將主觀服務遞送藍圖與傳統文獻客觀遞送藍圖比較結果，前者在藍圖中發現顧客的深層經驗，而傳統文獻著重在作業流程，工作項目的檢查或清單，故本研究可提供管理者另類服務藍圖作為管理之參考。

關鍵詞：服務失誤；服務補救；顧客經驗管理

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