

Service Failure and Service Recovery in Hospitality Industry : The Research of the CEM Approach

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ABSTRACT

According to the customer experience management tendency, this study is constructing the subjective service deliver blueprint and management intention of medical industry by way of those fault cases about emergency services. Besides, it also compares subjective service deliver blueprint with objective service deliver blueprint. To make sure use of SSIT from 14 cases, we can find that reverse customer experience can be divided into 11 phases and 86 spots. Those reverse emotion experiences are including 「hide spot」、 「initiation event spot」、 「improper respond spot」、 「play ism spot」、 「remedy spot」、 「connection spot」 and 「warning spot」。 After compares subjective service deliver blueprint with objective service deliver blueprint, we have got the result as the following: the customer's deep experience is found in subjective service deliver blueprint, and traditional documents are focusing on operation processes, checks on work items or lists. This study can provide some different kinds of service blueprint references for administrators.

Keywords: service failure; service recovery; customer experience management

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	v
vi 表目錄	viii	第一章 緒論	viii
1 第一節 研究動機及背景	1	第二節 研究目的	1
3 第二章 文獻探討	5	第一節 服務失誤	5
5 第二節 服務補救	12	第三節 顧客經驗管理	12
15 第四節 關鍵事件分析法	19	第五節 關鍵時刻、	19
服務藍圖	20	第六章 研究方法	20
26 第一節 研究設計	26	第二節 研	26
研究對象	26	第三節 步驟分析	27
SSIT分析原則	30	第四章 研究分析與發現	32
第一節 顧客負面情緒的分類框架	32	第一節 顧客負面情緒的分類框架	32
第二節 醫療業之主觀服務遞送藍圖	34	第二節 醫療業之主觀服務遞送藍圖	34
第三節 醫療業主觀服務遞送藍圖與一般傳統研究所得的遞送藍圖比較	47	第五章 結論與	47
建議	55	第一節 結論	55
管理意涵	56	第二節 研究限制	57
第三節 對後續研究者建議	58	第三節 研究限制	57
第四節 對後續研究者建議	58	第四章 結論與	57
附錄A 醫療業SSIT表格	71	附錄A 醫療業SSIT表格	71
122		附錄B 本研究醫療業聯集表	71

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