

旅遊業服務疏失與服務補救：主觀順序事件技術方法之研究

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摘要

張景旭博士於2006年針對CIT方法之缺失，提出新的替代性方法「主觀順序事件技術」(Subjective Sequential Incidents Technique, SSIT)。以SSIT方法，可以有系統建構各特定產業，所常見之「服務失誤歷程模型」，提供各特定產業建立更完善的客服和客訴制度。本研究利用SSIT方法，分析旅遊業顧客主觀的生氣(負面)經驗資料，藉由顧客主觀消費經驗中不滿意的因子，尋找出旅遊業之服務失誤訊息，並建構旅遊業主觀服務遞送藍圖，將旅遊業的負面顧客經驗區分為七大階段。本研究提出六個氣點分類?念，分別為引發事件氣點、隱性氣點、回應不當氣點、戲劇論氣點、提醒性氣點、補救氣點。其中隱性氣點、戲劇論氣點、提醒性氣點、補救氣點，是現今研究未提出的概念。

關鍵詞：服務失誤；主觀順序事件技術；關鍵事件技術；服務遞送藍圖

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