

金融服務業服務失誤與服務補救:期望失驗論與戲劇論觀點之比較

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摘要

為了迴避CIT的缺失，本研究從顧客經驗觀點，探討金融業之服務失誤內容，以質性研究，收集17位顧客的生氣故事資料後，用「主觀順序事件技術」(Subjective Sequential Incidents Technique, SSIT)方法研究分析。其目的是要以詳盡「概念化」顧客情緒經驗的方法，來取代傳統CIT那種「壓縮」複雜資訊的操作模式。本研究以SSIT建構金融服務業「主觀服務遞送藍圖」，並與以傳統CIT方法研究出之相關服務失誤進行比較；發現以SSIT分析抽取的服務失誤概念，比CIT更能清楚發現失誤的脈絡特徵，而且以隱性氣點、回應不當氣點、戲劇論氣點、提醒性氣點、補救氣點與引發事件氣點等六大氣點詮釋服務失誤，大幅地修正服務接觸MOT與服務遞送藍圖等傳統概念，也提出新的觀察服務失誤的研究角度。

關鍵詞：主觀順序事件技術；主觀服務遞送藍圖；服務失誤；期望失驗論；戲劇論；金融服務業

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