

# 回收業者顧客經驗管理之探討

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## 摘要

本研究以回收業顧客之角度探討顧客轉換經驗，為完整保留顧客主觀經驗，本研究以「主觀順序事件技術」(Subjective Sequential Incidents Technique, SSIT)做為分析顧客經驗的方法，建構「資源回收業顧客轉換經驗歷程」，提供回收商瞭解引發顧客產生轉換行為的關鍵因子，以及顧客找尋替代廠商的關係決策因子。本研究發現顧客轉換的四個階段，分別為：一、引發轉換需求階段；二、尋找替代廠商階段；三、轉換決策階段；四、關係轉換維持階段。透過顧客主觀陳述分析，本研究有兩項重大發現：一、引發回收業顧客轉換因子與顧客關係維持因子間有直接相關，並且會直接影響顧客選擇新回收商的條件。二、「價格」並不是引起回收業顧客轉換的原因。

關鍵詞：顧客關係轉換；轉換障礙；顧客關係管理；顧客滿意；顧客經驗管理；主觀順序事件技術

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