

# 美髮服務業服務失誤與服務補救：顧客經驗管理取向之研究

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## 摘要

近年來，美髮服務業的消費習慣與資訊科技的衝擊，以及顧客對於流行時尚的追求蔚為主流思想而日趨增多，無論從早期傳統小型美髮院或至今專業美髮連鎖系統，無一不重視此一服務產業的品牌形象與服務品質，減少服務中的失誤，期望能給顧客最佳的服務享受與主顧關係。因此，在探究服務業時，「顧客的主觀經驗」、「消費端與服務端互動過程」與「服務發展的歷程」，即成為研究「服務失誤」的三大要素。但是對於「服務失誤」發生的原因、其發展的脈絡 - 「服務補救」措施與主顧雙方互動過程的探究卻非常少見(張景旭，朱寶青，張馨華，范垂爐，2004)。本研究將對於故事性的敘述資料，以「主觀順序事件技術」-SSIT(Subjective Sequential Incidents Technique, 張景旭，朱寶青，2006)的方法來探究美髮服務業服務失誤中的顧客情緒氣點關鍵與服務補救中的員工回應不當行為類型以發展對美髮業具有實質「顧客經驗管理」意涵的服務遞送藍圖！

關鍵詞：美髮服務業；服務失誤；服務補救；顧客經驗管理；主觀順序事件技術；服務遞送藍圖

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