

Service Failure and Recovery of Public Sector – A Case Study of Taiwan Railway Administration

楊聰郎、張景旭

E-mail: 9801361@mail.dyu.edu.tw

ABSTRACT

This research collected 23 instances that customers anger for service of Taiwan railway. By the negative affect produced from customers service encounters process, we use Subjective Sequential Incidents Technique (SSIT) to carry out service failure track pilot analysis. We classified service failure into 6 major categories and construct a Subjective service delivery blueprint in which we detect possible transmission composing approach of public transit service halo effect and domino effect. This approach could provide speculate concept for service recovery.

Keywords : Subjective Sequential Incidents Technique、 Subjective service delivery blueprint、 service failure、 service recovery 、 halo effect、 domino effect

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