

Service Failure and Service Recovery in Insurance - Application of The Ideal Type Method

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ABSTRACT

Since 1990, the events of satisfied or unsatisfied to serve customers were first be discussed by the Bitner, Booms and Tereault. Their researches all based on single concept, this methodology ignored experience data for context background. In this study, the ideal method (ideal type), adding the concept of chronological order, the customer point of view based on experience in the insurance claims stage experience service failures, analysis of the contacts in the insurance claims process, the insurance industry to a deeper understanding of the service failures context characteristics. In addition, through interviews with client services to serve the client's point of view of the service failure claims stage, and the results of the analysis and customer-side controls do expect to find at both ends of the gap between the cognitive and give remedies and suggestions.

Keywords : service failure、service recovery、insurance claim

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