

客訴內容、服務品質與改善措施之研究—以台電新竹區處為例

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摘要

Electricity is not only a necessity of daily life today but also a reflection of a country's economic force. Adequate electricity supports a country's economic development.

There are two subjects in this study about the service of domestic electric power supply. The first one is to meet customer's needs by solving customer's complaints. The second one is to improve the customer service quality and gain customers' confidence by eliminating the existing service problems.

The cases of the study can be briefly classified into positive and negative parts. The preventive actions can be regarded as positive part and the repair jobs as the negative part. The preventive actions include maintenance plan, the regular circuit preventive maintenance, transformer check and TAP adjustment. The repair job include recover the defective street light, reset the power supply, rebuild the stolen or broken wires, and so on. Based on the conclusion of this study, It strongly suggests that focusing based on the conclusion, this study suggests that it's better focus on the positive preventive actions that reducing the negative parts, as to enhance the total image of Taipower company.. The solid implementation suggestions would be

1. to develop an annually preventive maintenance plan to reduce the urgent repair requests
2. to keep an adequate training and a stable personnel to keep good labors
3. to procure the advanced equipments to fasten the service jobs
4. to make use of the Demin circle to solve the difficult problems

關鍵字：TAP, Positive case, Negative case