

Decision Making on Service Chain Quality of Mobile Telecommunication

Industry

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Abstract

With the intense competition in Taiwan's mobile telecommunication industry, service companies must create values for their consumers by cooperating with supply chain parties to stay competitive. In order to provide more concrete strategic recommendations of service quality to ensure overall consumer satisfaction (CS), the main purpose of this study is to build a function for calculating service attribute's two-dimensional effect on CS by extending the Kano theory, and further propose a new decision making model to examine the service chain quality of mobile telecommunication industry. The results show that to simplify the trading procedures to improve service efficiency, to provide diverse complaints pipeline to receive and response consumer demand quickly, and to improve the staff's attitude and professional skills through staff training, are critical for increasing customer satisfaction.

Keyword: mobile telecommunication industry; Kano theory; service chain quality; customer satisfaction