

عنوان مقاله:

Investigation into Performance and Behavioral Factors of Employees on Quality of After-Sale-Service to Obtain (Customer Satisfaction and Loyalty (Case of Mobile Network Operator

محل انتشار:

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خلاصه مقاله:

In new businesses, customer satisfaction has an important and vital status in the achievement of organizational objectives. Managers, also, believe that their success in macro-objectives of an organization depends on customer-satisfaction. However, it is worth noting that all customers of an organization do not play equally in organizational achievement; therefore, obtaining satisfaction of key customers is specifically important to managers. As a result, organizations require a system and a process that make them capable of not only attracting and maintaining customers but also managing customer-relationship in the organization. Today, these systems are known as customer-relationship management systems, whose main goal is to increase customer-satisfaction, which leads to customer-loyalty and organizational successes. Thus, this research presents stellar service provision approaches and relates these subjects to performance, process, and behavioral parameters of after-sale-service to investigate the effect of these factors on customer-satisfaction and -loyalty. According to previous studies, the service quality of employees, in terms of performance, process, and behavioral factors, has direct effect on the enhancement of employees' satisfaction; however, customer-satisfaction does not necessarily lead to customer-loyalty.

کلمات کلیدی:

Stellar Services, Customer-Amazement, Performance Factor, Process Factor, Behavioral Factor

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