

عنوان مقاله:

Provide a solution for the allocation of Customers authentication methods (Case study: multimedia contact center, Agriculture Bank of Iran)

محل انتشار:

سومین همایش ملی بانکداری الکترونیک و نظام های پرداخت (سال: 1392)

تعداد صفحات اصل مقاله: 16

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خلاصه مقاله:

In order to provide different services for their customers, banks embark on a multimedia contact center. Considering that, in this center, several services such as transferring money, getting statement information and asking for check books are provided, the authentication is of high importance. How to allocate the appropriate authentication method for each customer is one of the challenges that the center confronts. Sometimes, it has been observed that using an inappropriate authentication method has caused customers dissatisfaction. In this research, using the Kano Model, the factors influencing customers satisfaction from the standpoint of authentication methods are extracted and ranked. In order to determine the effect of customers individual characteristics on choosing each method, a two-stage clustering method has been used in SPSS. The results of this study indicated that it was possible to select an appropriate authentication method according to the individual customer characteristics

کلمات کلیدی:

Multimedia Contact Center, Authentication, Customer Satisfaction, Kano Model

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