用 8D 理論與 PZB 顧客服務品質缺口模式解決汽車服務廠客訴問題與提升顧客滿意度－以慶通汽車桃園廠為案例

USING 8D THEORY AND PZB CUSTOMER SERVICE QUALITY GAP MODEL TO SOLVE CUSTOMER COMPLAINTS IN AUTOMOBILE SERVICE PLANTS AND IMPROVE CUSTOMER SATISFACTION~TAKING QINGTONG AUTOMOBILE TAOYUAN FACTORY AS A CASE

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摘要

在服務業的服務過程中，難免會遇到一些附上客訴問題，汽車服務業也不例外，在這競爭的環境下，能把服務廠的保有客服務好，創造出口碑，讓客戶不要流失，這在經營上是首要的條件，但難免會遇到客訴問題，其實客訴問題並不可怕，重點是在於事情發生後，如何的處理讓消費者可以得到一個滿意又合理的解釋，來提高顧客滿意度。是每個產業所需要的。

本個案以 8D 理論 Eight Disciplines Problem Solving（縮寫：8D）與 PZB 顧客服務品質缺口模式並配合 5W＋1H，所稱的六何法來解決客訴問題進而提升顧客滿意度之研究。

關鍵字：顧客滿意度、8D 理論、六何法、PZB 顧客服務品質缺口模式

ABSTRACT

In the service process of the service industry, it is inevitable that there will be some additional customer complaints, and the automobile service industry is no exception. Loss, which is the primary condition in business, but it is inevitable that we will encounter customer complaints. In fact, customer complaints are not terrible. The key point is how to deal with the incidents so that consumers can get a satisfactory and reasonable explanation. to improve customer satisfaction. is what every industry needs.

This case uses the 8D theory of Eight Disciplines Problem Solving (abbreviation: 8D) and the PZB customer service quality gap model in conjunction with 5W+1H, the so-called six methods to solve customer complaints and improve customer satisfaction.

Keywords: Customer satisfaction, 8D theory, six methods, PZB Customer Service Quality Gap Model