

Exploring the critical factors of service experience in customer care centre of telecom industry in Kota Kinabalu, Sabah

Abstract

Customer care centres of Telecom Industry play vital role in telecom business field last few years. The capital of Sabah, Kota Kinabalu is the place for telecom service providers to promote the best service and grab the market. In this geographical location, efficiency and service excellence are the two major goals for customer care centre as other part of Malaysia. Efficiency depends on speed and delivery that leads to get excellent service. The objectives of the research is to identify and explore the influential factors of the service experience in customer care centre for telecom industry in Kota Kinabalu, Sabah, Malaysia. Based on the first part of the research, it was identified the critical factors of service experience of customer care centre to eliminate the rigidity of service near future in the industry. Questionnaire survey was used for this research because the research method was quantitative and experimental. Data were collected from the people who are attached with the customer care centre activities of telecom industry in that region in terms of usage of the product or seeking services through customer care centre. Results of this study show that how different factors influence and shape a better service experience and whether the factors have positive and significant influences on customer's service experience in a customer care centre of this industry in Sabah. In total 18 questions were asked to answer to the 200 sample interviewee to get the real scenario of customer care centre in terms of service excellence. This study helps to find out the factors which affect the service experience in Customer Care Centre. The result indicates that three out of four factors have significant influence on Customer service experience in Telecom Industry in Sabah