ABSTRACT

The call centre industry is a relatively new phenomenon. As many organizations are now providing customer service and support via call centers, due to the lower cost of operating, issues addressing the service quality are being raised. Call centers do not exist for the customer to physically interact with, apart from via the telephone, and are in effect virtual organizations. The nature of the service encounter between the call centre and customer is predominantly undertaken using enabling technology; the conventional speech telephone. Many organizations are still grappling with how to best manage their call centers. For some this involves focusing on how they deliver a quality service to the customer. The power utility businesses also need to apply call centers to deliver best service to their customers. Metropolitan Electricity Authority (MEA) is one of the big three power utility organizations in Thailand who established its own call center to support its customers. This research investigated in service quality in a call centre context using the widely applied SERVQUAL model. In this survey, the researcher uses the sample size of 400 customers. The factors that affect the customer satisfaction of MEA call center customers in this survey are covered with three perspectives, service system, service process and agents. The researcher found that the scores of customer satisfaction on the MEA call center was in 'satisfied' score, that means the MEA call center's service quality is in medium level. Nevertheless, the customers do not use the services of the MEA call center widely. Only ten percentage of all residential customers use the service. Up to ninety percentage of MEA residential customers don't know and have never used it before. The MEA call center should improve the public information and should use more channels of advertising to inform the customers about the services of the MEA call center.