

Abstract

The main problem of this research is how service quality performance and customer satisfaction can be improved at MICTDC using organizational development intervention (ODI). MICTDC is Myanmar's state ICT development corporation, and is tasked with supporting IT development in the emerging economy's SME sector.

The research was conducted as an action research study with the use of ODI. The ODI for MICTDC included human resource changes, and implementation of motivation techniques. The outcomes of the ODI were assessed using a variety of qualitative and quantitative assessments, including pre/post-intervention customer surveys, customer interviews, and employee-customer interaction observations.

Comparison of the pre-intervention and post-intervention service quality satisfaction and customer satisfaction showed that there were significant positive mean differences in the five service quality dimensions, with the best improvement shown in Tangible, Empathy, and Reliability. The result also indicated that there was a significant positive improvement in customer satisfaction. The post-interview customer surveys had a positive mean difference in customer satisfaction when compared to the pre-intervention period. Post-ODI employee observations and customer surveys did find some areas for improvement, particularly around employee responsiveness. However, comparison of pre-ODI and post-ODI interviews and observations did demonstrate some level of improvement in customer service. These qualitative findings did find evidence of continuing service gaps, particularly a design and standard gap related to meeting some customer needs. Furthermore, the results revealed that service quality and service performance showed a strong positive correlation, while both service quality and service performance had a weak negative correlation to customer satisfaction.