

Muksuda Jantakul 2012: The Satisfactions of Call Center's Staffs for Training Service Consultancy Course in Advanced Contact Center Co., Ltd. Master of Education (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Mrs. Methinee Wongwanich Rumpagaporn, Ed.D. 105 pages.

The purpose of this research was to study for satisfactions of Call Center's staffs for Training Service Consultancy Course in Advance Contact Center Co., Ltd. The study was operated in three aspects, including training process, content of training program, and training benefit. The research population consisted of 107 staffs of Call Center for Training Service Consultancy Course in Advance Contact Center Co., Ltd. The instrument for research was questionnaire. The data were analyzed by using frequency, percentage, mean, and standard deviation. The survey population was include of two group of class of Call Center's staffs in Advance Contact Center Co.,Ltd. (only who operated in Bangkok) who attended the Training Service Consultancy in year 2009, which are class no. 74, population number is 52 staffs and class no. 75, population number is 55 staffs. The total number of population is 107. The Overall satisfactions of Call Center's staffs for Training Service Consultancy Course in 3 aspects were in high level. The results of this research showed that the level of satisfaction of Call Center for Training Service Consultancy Course in Advance Contact Center Co., Ltd. were in high level for all 3 aspects.

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Thesis Advisor's signature