

ABSTRACT

Title of Research Paper : The Customers' Satisfaction in the Service of
Customer Service Department : A Case Study of
Procter & Gamble Manufacturing (Thailand) Ltd.

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The objectives of this research are listed below :

1. To study the customers' satisfaction with the service of P&G Customer Service Department.
2. To study the relation between the customers' knowledge and experience with the service of P&G Customer Service Department and their satisfaction.
3. To study problems and obstacles in order to finding proper ways to improve customers' satisfaction.

The samples for this study are 110 customers who directly contact with P&G both in Bangkok and up-country by using the questionnaires for data collection. However, only 90 questionnaires were answered and returned. The data were later analysed via descriptive statistics and t-test.

The results of the study can be summarized as follows :

1. As a whole, the customers were found to be satisfied with the services at moderate level. Consider separately, the customers were most satisfied with the staff and their warm welcome, followed by the convenience from the service and the information they got from the service respectively.

2. The factors of customers' knowledge about P&G information, contact experience and contact timing were found to have a significant relationship with their satisfaction in the service of P&G Customer Service Department at the significant level of 0.05.

3. The obstacles that customers identified were that the Customer Service often takes time to transfer telephone line so they have to wait long, no proper classification of products upon delivery so customers have to take longer time in checking process. Other obstacle is the speed of information delivery.

The important recommendations emerged from this study are the Customer Service should visit customers at least once a month in order to build better relationship with customers together with understanding their problems for improving the quality of service to highly satisfy customers.