銀行人員禮貌服務度初探
A Primary Exploration on the Politeness Service of Bank Clerks

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摘要

禮貌是一種服務，對所有服務業來說，並不是一句空話！一個良好的企業，是否真心誠意的對待顧客，其實由服務人員的表現就可略知一二。本研究調查了大 台南地區三家商業銀行，發現每一家所表現的「禮貌度」不盡相同，部分 銀行的表達度顯得加強，本研究亦可觀察各商業銀行對顧客的體貼程度，並作為後 續服務改善的重點。

關鍵詞：銀行，禮貌度，PZB 模式

Abstract

“Politeness is also a service”, in all service industries, it is not just a slogan – for a good enterprise, whether it means customers wholeheartedly can be told from the behaviors of its clerks. An investigation on 23 commercial banks in the Taiwan region has been conducted during this study. It is discovered that the “levels of politeness” presented by every bank is not very similar and part of the banks need to promote their levels of politeness. This study can also observe the degree of consideration about customers by commercial banks, as can be taken as the key points to improve their future services.

Keywords: bank, level of politeness, PZB model