

Improving Service Quality of Retail Store by Innovative Digital Content Technology

沙永傑, 賴國樑

Technology Management

Management

yjsha@chu.edu.tw

Abstract

The main issue for gaining a competitive advantage in retail stores is to provide high quality service for customers. The current trend for improving service quality is to assist stores to provide high quality service by the application of information technology. Although it has been pointed out that the development of information system should be focused on the analysis of customer behavior. However, most related information system was unable to collect customer behavior effectively. Therefore, it is difficult to use the system analyze the actions and characters for customers. This study adopts the case study methodology to describe the application of innovative digital content technology to improve service quality of retail stores. The results show that this system can indeed effectively obtain customer behavior information and effectively analyze it for retail stores. Hence, it can meet the customers' demands better compared to any past store information system.

Keyword : customer behavior; service quality; near field communication (NFC); radio frequency identification (RFID)