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EXPLORING THE INFLUENCE OF DEMOGRAPHIC CHARACTERISTICS ON THE SATISFACTION OF CALL CENTER CUSTOMERS

Abstract:

Call centers are strategically important for many companies. Call centers help companies to develop long term relations with customers and also represent an important channel between the customer and the company for customer satisfaction. The behavior of call center employees and customer expectations that are influenced by the behavior are important in forming customer satisfaction. In addition, demographic characteristics such as gender, age, education, occupation, monthly income, frequency of calls, the reason of calls and etc. may influence the satisfaction of call center customers. The aim of this study is to explore the influence of demographic characteristics on the satisfaction of call center customers and propose strategies to improve customer relations. The sample of the study consists of consumers who have called a call center at least once in the last six months in Bursa, a town of Turkey. The data were collected by a structured questionnaire in the months of November and December of 2017. A total of 227 questionnaires were collected and 16 of them were excluded as they were incomplete. The findings of the research showed that there were significant differences in the scores of satisfaction within demographic characteristics. According to the analysis results several strategies were proposed.

Keywords:

Call centers, Customer satisfaction, Demographic characteristics, Turkey.

JEL Classification: M30, M31