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## A study on quality improvement in service centers

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### **Keywords**

SERVQUAL; Service quality; Fuzzy set theory; Service centers

### **Abstract**

This research aims at quality improvement in the services of electronics companies. SERVQUAL is used to identify user requirements for the service centers of electronics companies. Fuzzy set theory is also introduced to resolve the ambiguity and subjectivity of the user requirements. With service centers of two global electronics companies, a case study is presented to deal with a service improvement problem effectively. This research can provide management and design guidelines for the service centers of electronics companies.

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