

Final Project 1

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Project Template

Faculty of Management
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Evaluating the Effectiveness of Queue Management System (QMS) in Enhancing Customer Satisfaction and Service Efficiency: A Case Study of STC Channels

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1.Chapter 1: Introduction

1.1. Research Background

Customer satisfaction is considered one of the major aspects that all organizations, especially service organizations, have to give attention to in today's competitive business environment. Telecommunication companies, like STC in Saudi Arabia, are continuously working to advance their service and operational efficiency. Among one of the key systems that would help the organization to improve its service quality and operational efficiency is the Queue Management System.

The QMS will handle customer flow, reduce waiting time, and provide professional service delivery. Nonetheless, with the modern queue system in place, some service centers still suffer from the problems of long queues and complaints from customers. Therefore, an assessment shall be carried out on the effectiveness of QMS in enhancing customer satisfaction and employee efficiency.

This study focuses on STC Channels Service Centers in Saudi Arabia. The study assesses whether the implemented QMS actually improves customer experience and supports employees to provide faster and better services. Areas of improvement would also be identified, along with recommendations provided to enhance system performance.

1.2. Research Problem

Although the STC Channels has implemented an advanced Queue Management System to enhance the customer experience, several service centers continue to face customer dissatisfaction, long waiting times, and low productivity among the staff.

The issue is a lack of explicit assessment of QMS efficiency regarding the established goals and objectives. There is some data on how the system affects customer satisfaction, performance of personnel, and service efficiency in general.

Therefore, the research problem may be stated as:

- How efficiently does the Queue Management System at STC Channels Service Centers improve customer satisfaction and service efficiency?

1.3. Research Significance

1.3.1. Theoretical Significance

The findings from this study add to existing knowledge on service management and customer experience. It shall help explain how technological systems, such as QMS, may influence the performance of an organization and customers who are satisfied with its services. This research ensures value addition in academia, studying the relationship between system effectiveness, customer behavior, and service quality in the Saudi telecommunication sector.

1.3.2. Practical Significance

The results of this research will be beneficial for the management of STC Channels. The findings will be able to locate loopholes in the existing QMS process and assist decision-making processes in enhancing the customer service process. Additionally, this study will provide support for other service-oriented organizations in Saudi Arabia by proposing an installation or enhancement of queue management solutions.

References

- STC. (2024). Annual Report: Enhancing Digital Customer Experience. Saudi Telecom Company.