Understanding The Use of Technology-Based Self Service. Edition No. 1

Description: The growth of new innovative technologies in service delivery and increasing labor costs make service providers to think about new service delivery options which allow consumers to serve themselves as an alternative way. These new services potentially offer consumers round-the-clock access to services, including during emergencies. These kinds of new services are known as Technology-Based Self-service delivery (TBSS). TBSS delivery is classified into two categories of services which are on-site (at firm's site) and off-site service (at customer's home/place); also the customer's interaction with the technology can be either direct or indirect. This book will focus on the on-site TBSS with direct interaction between the customer and technology. The book attempts to investigate and analyze the factors that influence intention to adopt technology-based self service from the consumers' point of view.

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