



Hacia la Calidad de los Servicios de Outsourcing

By Oswaldo Pelaes León

EAE Feb 2012, 2012. Taschenbuch. Book Condition: Neu. 222x154x15 mm. This item is printed on demand - Print on Demand Neuware - El presente estudio tiene la finalidad de investigar la Calidad de Servicio que brinda una Empresa de Telecomunicaciones; analizando empresas de alto valor del mercado peruano, midiendo e identificando los factores críticos en la satisfacción del cliente, pues la imagen que tienen es sentirse uno más y lo que pretende esta investigación es identificar cual es el trato que reciben, las características de los servicios que brindan las empresas contratistas (Outsourcing) y saber las necesidades y expectativas de los clientes; para tal efecto se han realizado encuestas a los responsables de telecomunicaciones y a ejecutivos de Telefónica de las áreas de operaciones y así tener su apreciación sobre el servicio prestado y el outsourcing que se realizan en sus áreas, para finalmente presentar algunas conclusiones y recomendaciones a tomar en cuenta y posesionarse de esta manera como empresa líder en el mercado de las Telecomunicaciones. Recordamos que la gestión de la calidad no es una moda pasajera que mañana vaya a desaparecer. La calidad de los servicios es un tema empresarial estratégico, que afecta la satisfacción de los...



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