

CUSTOMER SATISFACTION IN GREEK POSTAL SERVICES

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Abstract

Postal services face many challenges, issues including competition, privatization, deregulation, liberalization, technology and substitution from electronic and digital services. In particular deregulation and the economic crisis in Greece make it important for postal service providers to take steps to maintain revenues and market presence. Customer satisfaction becomes critical in that respect. This paper investigates customer buying behavior, priorities and preferences with regard to postal services available in the Greek market. In particular, it investigates the extent to which customers are aware of different types of postal services available in the Greek market and identifies the type of services which are more appealing to them. It also measures the extent to which customers are satisfied by the postal services they use, as well as, post-buying attitudes and complaints. A semi-structured questionnaire will be employed to collect the data, which will be analyzed statistically to achieve highly significant conclusions where possible. Section one reviews the relevant literature and develops the hypotheses. Section two sets out the methodology. Section three analyses the data collected. Section four presents concluding remarks, implications for management and suggestions for further research.

Keywords: Services, Postal Services, Customer Satisfaction.