

IMPACT OF QUEUE ON CUSTOMERS: AN ANALYSIS OF THE RETAIL SHOPS IN BANGLADESH

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ABSTRACT

For sustainable development companies have to differentiate offerings with enriched product lines and extensive services. Formerly organizations emphasized only on product development to remain competitive but currently organizations are giving emphasize on waiting line management and customer satisfaction. Companies are taking competitive advantages by accentuating waiting line management. Service organizations with inefficient waiting line management reduce company profitability, competency and reputation. The objective of this study was to survey different types of retail shops of Bangladesh and to acquire authentic knowledge how waiting line management is actually conducted & propose approaches that can be done locally to mitigate waiting lines. The work progressed through face to face conversation with 124 customers and depth interviews of professionals. An effective questionnaire was designed to collect required data from the target group of people. Analyses of those empirical and numerical data were done from different angles, in different aspects applying SERVQUAL method and present the information in different segment according to their category. The study found that many retail shops now use tools and technologies which are the key steps to handle and manage customers. The factors, leading to these scenarios are absence of efficient and hierarchical structure, scarce financial resources and inadequate investments for professionals' development. To deal with waiting line problems, selection of procedure or priority rule is important according to the type of service and long term perspective should be taken to get rid of queue.

KEY WORDS: Customer's Queue, Customer's Satisfaction, SERVQUAL, Waiting line management