

# Causes of Customer Dissatisfaction – Evidence from the Transport Sector

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**Abstract**—Customers view products and services offered by companies in terms of price, quality, and service. In this sense, customers respond accordingly to them, with their loyalty or patronage. In this respect, customer services present a bridge between a company and its customers and generate a database for feedback. The basic function of customer services is communication with customers with the objective to provide information about company services and/or products and maintain customer satisfaction. In this respect, communication plays a vital role as it facilitates the flow of information between the company agents and customers. The following paper explores the role and the importance of online customer service in two passenger transport service providers by examining customers' complaints. To this end, important causes of customer dissatisfaction will be outlined and defined. Finally, implications for company performance will be discussed.

**Index Terms**—customer service, CRM, communication, transport service providers.

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