

Chapter 8-Services Recovery
Services Marketing
Zeithaml, Bitner, Gremler 5e



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The Impact of Service Failure and Recovery

Service Failure

- Service performance that falls below a customer's expectations in such a way that leads to customer dissatisfaction

Service Recovery

- Actions taken by an organization in response to a service failure



JetBlue Airlines Case



- Failures occur for all kinds of reasons
 - The service may be unavailable when promised
 - May be delivered too late or too slowly
 - The outcome may be incorrect or poorly executed
 - Employee may be rude or uncaring





Research suggests

- Only 45% of customers who experience a problem with service delivery actually complain to the employees serving them
- 1-5% complain to someone at the company headquarters

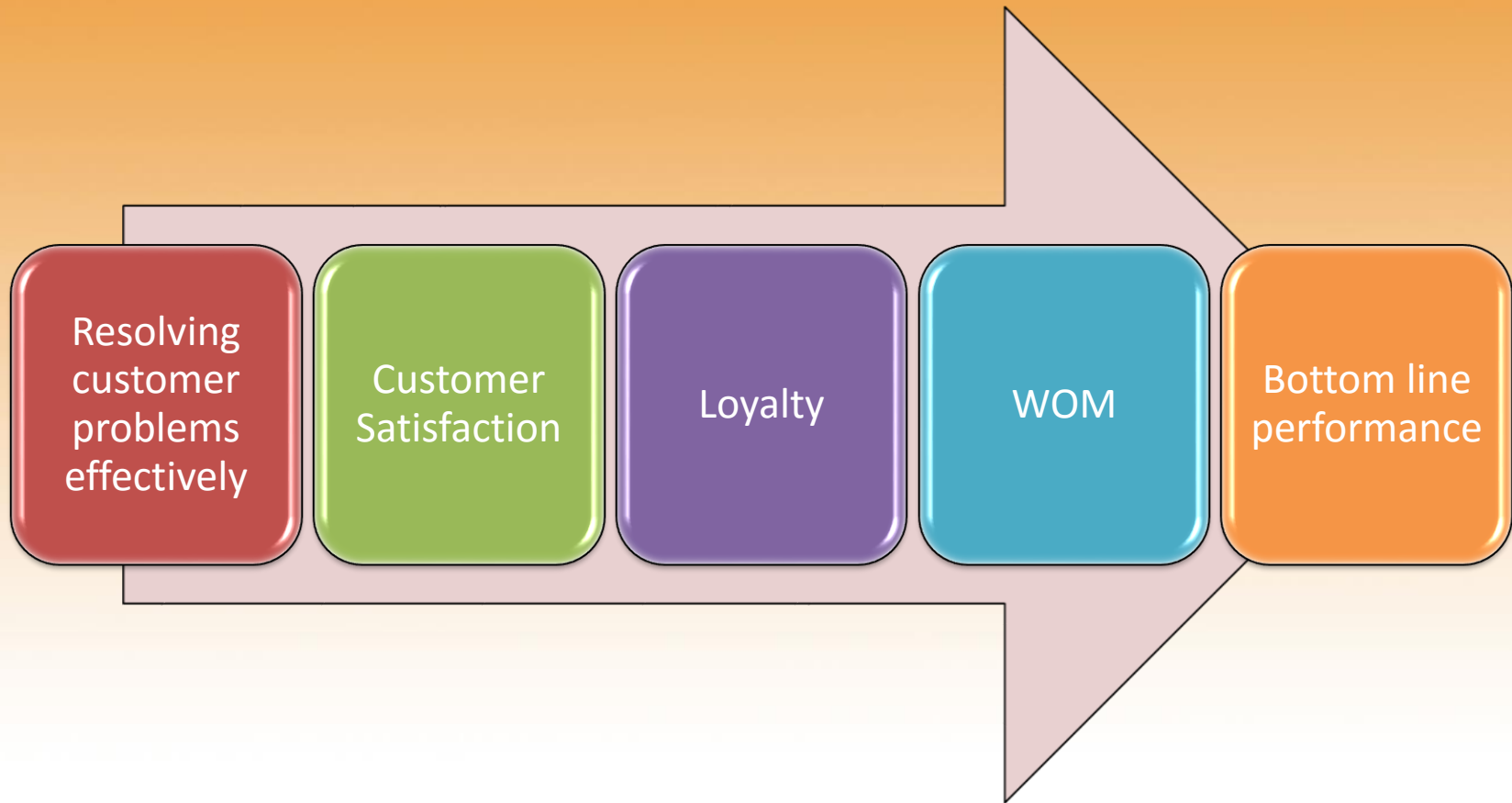
Service failures left UNFIXED can result in customers leaving, telling other customers about their negative experiences



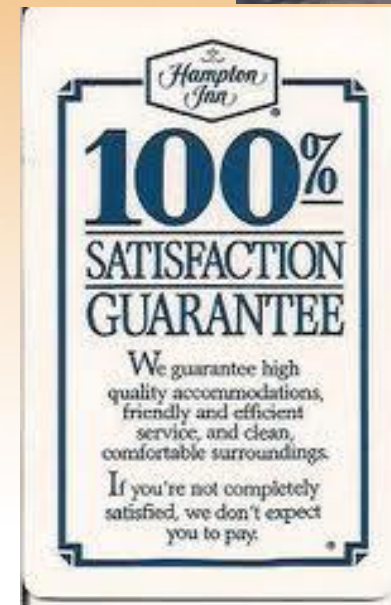
Figure 8.1. Complaining Customers: The Tip of the Iceberg



Service Recovery Effects



Hampton Inn Hotel The 100% percent Hotels Guarantee

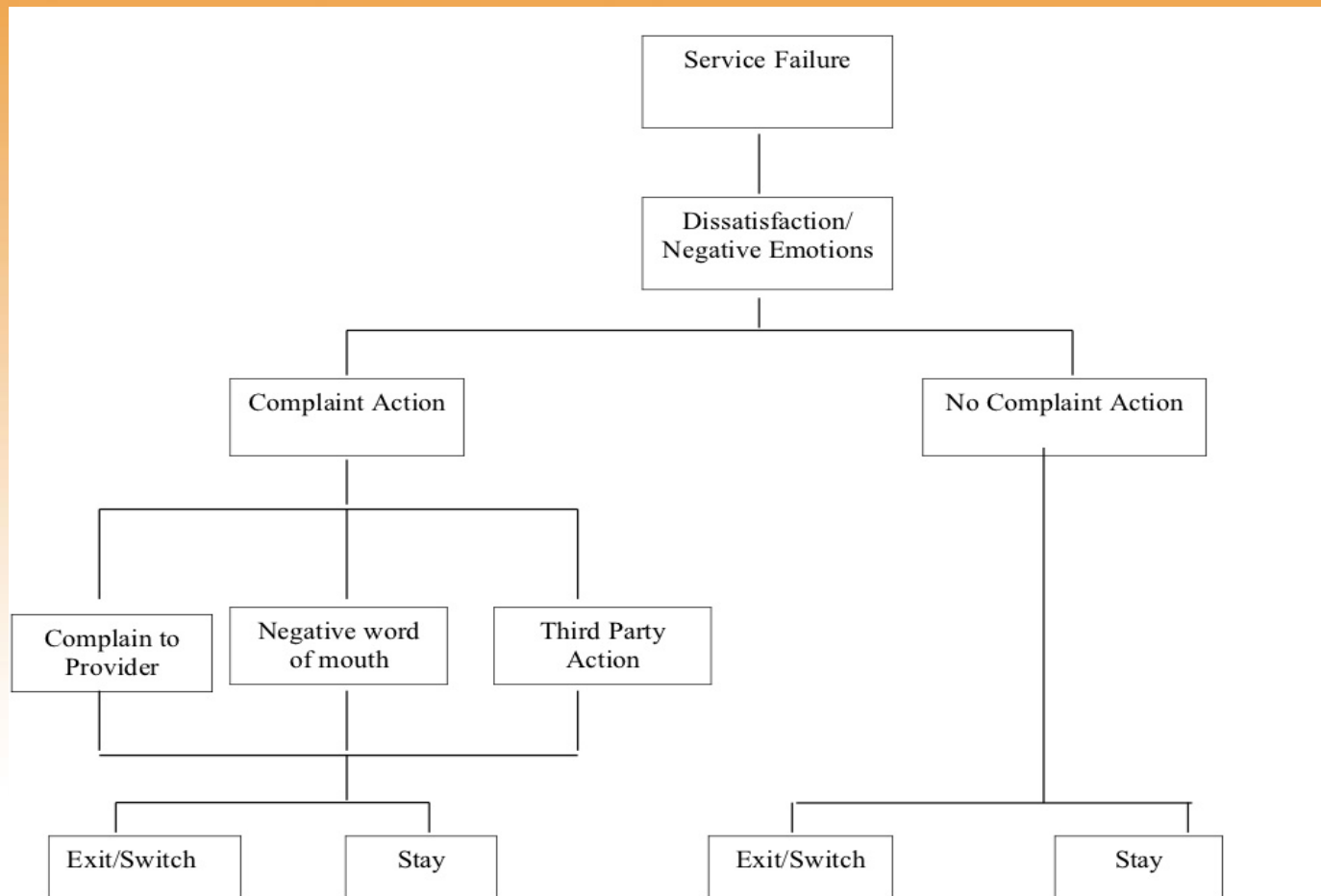




The Service Recovery Paradox

- The company should plan to dissapoint customers so they can recover well and (hopefully) gain even greater loyalty from them??
- It is expensive to fix mistakes; re-creating a service may be quite costly to a firm
- Research suggests that even if a customer's satisfaction with the firm increases as a result of the great service recovery, repurchase intentions and image perceptions of the firm do not increase
- No guarantee that the customer will actually end up more satisfied after experiencing excellent recovery

How Customers Respond to Service Failures?





Types of Customer Complain Actions

- Complain on the spot to the service provider
- Complain later to the provider by phone, writing or via internet
- Not to complain directly to the provider but rather spread negative word of mouth about the company to friends, relatives, and co-workers



Types of Complainers

Passives

- Least likely to take any action
- Often doubt the effectiveness of complaining

Voicers

- Actively complain but less likely to spread negative word of mouth

Irates

- Likely to engage in negative WOM

Activists

- Complain on all dimensions



IN CLASS ASSIGNMENTS

- Buat surat komplain ke perusahaan jasa yang pelayanannya kurang dari yang anda harapkan (tidak memenuhi harapan anda). Apa yang anda inginkan perusahaan tersebut untuk memperbaikinya?
- Buka laman:
<http://squirrelers.com/2014/08/11/customer-service-recovery-my-recent-example>
- Apa yang anda lakukan sebagai manajemen dari grocery store tersebut?