

LECTURE SLIDES ON SERVICE FAILURE & RECOVERY

LECTURE SLIDES BY

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‘THINGS CAN GO WRONG’

UNCERTAINTY ALWAYS SHROUDS SERVICES, WHEN THINGS GO WRONG, RECOGNIZE THE FAILURES & CORRECT IT.

THE PROCESS OF GETTING BACK INTO SHAPE OR REGAINING BALANCE IS CALLED RECOVERY.

DOMINOS PROMISES PIZZA DELIVERY IN 30 MINUTES
BUT IF IT FAILS TO DO SO, WHAT SHOULD BE DONE.

WHAT ARE THE ALTERNATIVES AVAILABLE ?

TYPES OF ENCOUNTERS

BEST

FAIR

POOR

BEST

THE FLIGHT WAS SUPPOSED TO TAKE OFF AT 10:00 AM & IT TOOK OFF AT THE RIGHT TIME.

FAIR

THE FLIGHT GOT LATE BECAUSE OF SOME TECHNICAL PROBLEM. THE PASSENGERS ARE REPEATEDLY TAKEN CARE OF.

POOR

THE FLIGHT IS DELAYED BY AN HOUR & AIRSTAFF DID ENQUIRED ABOUT THE PESSENGERS, BUT DID NOTHING TO SOLVE THE PROBLEM.

WORST

THE FLIGHT WAS ALREADY DELAYED & NO ONE CAME TO ENQUIRE ABOUT THE PESSENGERS.

CUSTOMER RESPONSE TO FAILURES

DATA COLLECTED THROUGH RESEARCH & SURVEYS COMES UP WITH VERY INTERESTING FACTS

COMPLAINING CUSTOMERS, USUALLY BELONG TO THE YOUNG AGE GROUP

UNHAPPY CUSTOMERS DO NOT COMPLAIN BECAUSE THEY HAD A POOR EXPERIENCE WHEN THEY COMPLAINED EARLIER

UNHAPPY CUSTOMERS TELL 9 TO 10 PEOPLE ABOUT
THEIR EXPERIENCE

THE HAPPY CUSTOMERS TELL 4 TO 5 PEOPLE ABOUT
THEIR EXPERIENCE

WHEN CUSTOMERS COMPLAINTS ARE RESOLVED
SATISFACTORILY, THE INTENTION TO REPURCHASE
RANGES FROM 69 TO 80 %