Towards a Comprehensive Framework for Service Recovery: An Empirical Investigation of Recovery Strategies

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All service companies promise flawless services to their customers. Yet, there are instances where service failures are inevitable owing to the intangible nature of services, simultaneous production and consumption, and human involvement (Gronroos, 1988; Goodwin and Ross, 1992; Boshoff and Leong, 1998). Service firms undertake various actions in order to rectify service failures (Gronroos, 1988; Maxham and Netemeyer, 2002). Literature on service recovery has focused on the role of perceived justice in the service recovery framework. When encountered with service failure, customers expect that the company will attempt to restore fairness to the existing relationship (Gilly, 1987; Sparks and McColl-Kennedy, 2001). Outcomes, procedures, and ways of communication together create a sense of justice (Writz and Mattila, 2004). Yet, a comprehensive service recovery programme needs to be formulated for effective and efficient resolution of service failures (Davidow, 2000; Boshoff, 2005). This study endeavours to elucidate the role of and relationships among various recovery strategies, justice dimensions, and recovery satisfaction.

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