

**Service Marketing: A practical approach**  
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**Lecture-32**  
**Managing Service Recovery**

Hello there, welcome to the session on services marketing with a practical approach. My name is Dr Biplab Datta and my contact details are given here, so if you want to send any feedback I would be very happy to answer them as much as possible. So we look at this lesson on managing service recovery.

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Lesson 32      Managing Service Recovery

Service Recovery

Now what is services recovery?

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We have learnt about service quality and value delivery in earlier lessons. You must have noted that it is essential to deliver correct services to customers in order to satisfy and retain them. However, we may make mistakes in delivering the service, resulting in disgusted customers. In such a case, the service outcome has to be provided as early as possible so that customers do not leave our service and start purchasing from the competition. This process is called service recovery. It is elaborated in the following section.

Now we have learnt about services quality and value delivery in earlier lessons. You must have noted that it is essential to deliver correct services to customers in order to satisfy and retain them. However, we may make mistakes in delivering the services resulting in disgruntled customers. In such a case the services outcome has to be provided as early as possible so that customers do not leave our service or start purchasing from the competition. The process is called services recovery. It is elaborated in the following section.

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### Service Recovery

1. listen intently to the customer and understand the extent and repercussions of the error.
  2. explain the reason for the problem and apologise for the hassle caused to the customer.
  3. take responsibility for the problem and note down what the customer wants as a solution to the problem.
  4. accommodate the customer by acceding to the request unless it is unreasonable.
  5. give choices to the customer to fulfil his/her need and provide something extra to cover up for the inconvenience caused to the customer.
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1. A customer complaint is an opportunity for improving the service and ensuring an error-free delivery in future.
  2. Service personnel should not ignore the customer, keep him/her waiting and act as if nothing is wrong.
  3. They should not blame the customer, leave him to fend for himself and downgrade him by recovering the services only partially.

A customer talks about a bad experience to about fifteen other people, while he/she tells about a good experience to about five other people.



So, in order to recover a services you have made a mistake in the service and the customer has complained about that. So how do you react in order to recover that mistake and provide the customer with a solution, so that the customer leaves your premises satisfied if not delighted. So what are the steps you take. First step is listen intently to the customer and understand the extent and repercussions of the error.

Explain the reason for the problem and apologise for the hassle caused to the customer. Take responsibility for the problem and note down what the customer wants as a solution to the problem. Accommodate the customer by acceding to the request unless it is unreasonable. Give choices to the customer to fulfil his/her need and provide something extra to cover up for the inconvenience caused to the customer.

So, you must remember that the customer complain is an opportunity for improving the service and ensure an error-free delivery in future. Services personnel should not ignore the customer, keep him/her waiting and act as if nothing has happened or nothing is wrong. They

should not blame the customer, leave him to fend for himself and downgrade him by recovering the services only partially.

A customer talks about a bad experience to about 15 other people, while he/she talks about a good experience to about 5 other people. Now it is a situation that when the services recovered the customer then talks about that recovered services to many people. Because they are now more happy than they would not have been otherwise. So service recovery is an important tool in the hands of service marketers, so with the help of which they can satisfy, if not delight the customers.

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### Service Recovery

- Our service personnel might require coping with problem customers who make unreasonable demands, once in a while.
- Service personnel must listen and try to accommodate the customer as far as possible.
- They should explain the policies and let go of the customer, if necessary.
- They should take care that the customers' behaviour is neither able to affect them personally nor affect other customers of the service.

In this lesson we have discussed the issue of service recovery. In the next lesson we shall discuss the issue of providing unconditional service guarantees to service customers.

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So, the services marketers should never neglect service recovery. Our service personnel might require coping with problem customers who make unreasonable demands, once in a while. Services personnel must listen and try to accommodate the customer as far as possible. They should explain the policies and let go of the customer, if necessary. They should take care that the customer's behaviour is neither able to affect them personally nor affect other customers of the service.

So, in this lesson we have discussed the issue of service recovery. In the next lesson we shall discuss the issue of providing unconditional service guarantees to service customers. Thank you for listening. Have a good day.