Service Recovery Matrix

A matrix of operational strategies and options is recommended for a successful service recovery procedure. In this way, organizations are better able to comprehend customer complaints and take action to resolve them.

An example of the Gavin Eccles and Philip Durand matrix.



Product or service: No perceived failure **Customers**:

 Satisfied and do not say anything

Company action:

Celebration

Customer loyalty cannot be determined because the customers may not have voice what went wrong.

Product or service: No perceived failure

Customers:

 Not satisfied and complain

Company action:

Customer education

By educating customers, positive mental associations are built before they consume the product/service.



Product or service:

• Perceivable failure

Customers:

 Customer does not comment on the failure

Company action:

Encourage complaints

By losing customers, the company is losing valuable information that could be used to improve products and services in the future.



Product or service: Perceivable failure

Customers:

 Not satisfied and complain

Company action: Service Recovery

A successful service recovery depends on two factors: the first being that customers tell you something is wrong, the second being that the customers are still in the operation.



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