

## LESSONS FROM THE FIELD: HOW CUSTOMERS PERCEIVE SERVICE RECOVERY QUALITY

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### ABSTRACT

This article proposes and empirically tests an original model of service recovery. A company's profitability is significantly impacted by customer loyalty. Customer loyalty is influenced by customer satisfaction, and satisfaction is determined by perceived recovery quality. Surveys were mailed to 1476 customers of a large financial services firm. Customer groups were formed according to differing levels of post-recovery customer loyalty in order to study the impact of perceived service recovery quality on customer loyalty. Results of the study indicate that customers differ in their perceptions of two components of service recovery quality: psychological and tangible.

**Keywords:** Service recovery, customer loyalty, satisfaction