

“Service recovery is the entry point to true, embedded customer loyalty.”

Each service failure is an opportunity, not an annoying, painful ordeal that must be tolerated.

Few organizations have a clear and systematic approach to understand and capitalize on these moments.

The Service Recovery Assessment & Improvement Plan will turn your lemons into lemonade.

Paige Hall, CEO
AboutFace

AboutFace's Service Recovery Plan

Research | Consulting

What is It?

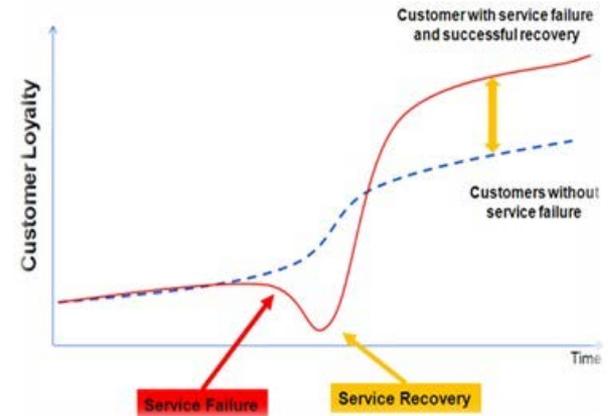
AboutFace created the Service Recovery Solution after we performed a Primary Research Study, called The Service Recovery Index™. The SRI™ is a consumer poll that rates companies' behaviors around retention practices to recover customers at the point of service failure. Our research showed that if a service failure is recovered with four key attributes that loyalty significantly increases, much more so than without the difficulty having happened.

Directly following the recovery, trust is earned and the customer has a “moment of infatuation” which allows consideration or re-consideration to occur. This new awareness can create loyalty or even advocacy.

AboutFace provides The Service Recovery Plan to help companies measure and improve their effectiveness in this critical and unattended area of service delivery. It includes research, a systematic methodology, and consultancy to streamline and succeed at the Service Recovery game.

Why not let us benchmark your Service Recovery efforts.

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