Service failure and service recovery in health care industry : The research of process recovery approach

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ABSTRACT

Not like consumptive style services, health care services are highly professional. During the process of service delivering, the patients are easily to be upset due to the gap between reality and expectation. Most related analysis and studies in service failure in health care services apply Critical Incident Technique(CIT). But CIT only focuses on the most critical factor by data reduction, and falls short on analyzing complicated, continuous information occur during an interactive service process. In this research, Subjective Sequential Incidents Technique(SSIT) will be applied to study the negative experiences of patients during medical treatments, and to analyze the possible causes of service failure in a health care process. This study, based on 11 offended-in-hospital cases, establishes a 10-stages " Subjective Service Deliver Blueprint" in health care services using SSIT. For the causes of offensive feeling, this study also presents a concept framework with 5 kinds of classifications: recessive, comprise cause affairs, dramaturgy, inappropriate response, and admonish. This study also points out 17 scenarios of service failure during the interactive process of service in the sample cases.

Keywords : Service Failure ; Service Recovery ; Subjective Sequential Incidents Technique ; Critical Incident Technique

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