

# Service Failure and Service Recovery in Beauty Industry: A study of MOT management

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## ABSTRACT

In the past, service encounter management emphasized service providers to pay attention to MOT (Moment of Truth). However is it appropriate for supervisors to hold so highly the MOT when considering the factors that have caused success or failure? Are there other possibilities expand from the MOT? These are the questions that are discussed in this research. Using examples found in service failure and beauty industry service failure relating studies, domestic and foreign, analyses were made on service failure faulty types using CIT (Critical Incidents Technique). The CIT analytical method reduces the information, only using the most key elements causing it insufficient to process the complex consistent stream of information in servicing contact. This research adopts the "SSIT" (Subjective Sequential Incidents Technique) research approach (Hsin-Hua Chang, 2006) observing the consumer's reactions while in servicing contact, attempting to understand in depth the factors behind service failure in the beauty industry.

Keywords : Service Failure ; Service Recovery ; Subjective Sequential Incidents Technique ; Customer Experience Management ; Critical Incident Technique ; Moment of Truth

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