

# Service Failure and Recovery in Consumer Electronics Industry: The Research of the Subjective Service Delivery ...

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## ABSTRACT

The researches on service encounter emphasize mostly that service management should place importance on interaction at Moment of Truth (MOT); however, is this concept enough to service management if administrator only have the interaction at MOT in hand? Is there only one MOT when interaction? In consequence, in the light of subjective experience of customers, is there a new field of MOT? It is the issue that this research take notice of. This research attempts to reinforce the supporting method of Critical Incident Technique (CIT) which analyzes the potential - Subjective Sequential Incidents Technique (SSIT) which uses subjective experience of customers to probe into the stage of service delivery blueprint in the industry and angry of every stage in the service encounter. We analyze "the implied factors" and "questions" that result from it to replace the compressed-complex-information operation mode of CIT. Moreover, This research use SSIT to build the subjective service delivery blueprint of consumer electronic industry which involves seven noteworthy stages and the work presents a concept framework with eight kinds of classification, such as comprise cause affairs, recessive, the appropriate response, dramaturgy, recovery, link, and admonish. Finally, We find some types of service failure cannot be found in Bitner's categorization of service failure.

Keywords : Service Failure, Service Recovery, Subjective Sequential Incidents Technique, Customer Experience Management, Critical Incident Technique

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