

# Service Failure and Service Recovery in Hairdressing Service-Oriented with the Customer Experience Management

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## ABSTRACT

Recently, hairdressing service has been the most popular industry because of better customer experience, 3C communication technology and fashion approach. All of them care about brand images and service quality to reduce the service failure to provide the best service quality and relationship between service provider and customer whatever small hairdressing studio or chain system. Customer experience, interaction processes and development of service process are the three elements in researching service failure. "SSIT" (Subjective Sequential Incidents Technique, Chin-Hsu Chang and Pao-Chin Chu, 2006) is implicated in paper to explore the key point of customer's angry emotion and the type of service failures. We hope to develop a better hairdressing service recovery and subjective service delivery blueprint on customer experience management.

Keywords: Hairdressing Service; Service Failure; Service Recovery; subjective sequential incidents technique, SSIT; Customer-Experience Management; service delivery blueprint

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