

# Repeated Service Recovery: Dynamics of Justice Dimensions

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## Abstract

Customers' sensitivity of an event of service failure and her evaluation of the recovery effort gets impacted by her cumulative perception of efficacy of previous service recovery efforts of the firm. In ongoing service relationships customers update their expectations of service recovery. Consistent with the disconfirmation paradigm, customers consider their prior experience when predicting what to expect in subsequent failures. Further, as per attribution theory, multiple service failures lead to diminishing complainant ratings. In case of multiple service failures, customers tend to change their attributions. In such a case customers tend to discount circumstantial attribution and gravitate towards stable attribution.

Hence an effective service recovery strategy must take into account the customers' experience of the previous instances of service failure and accordingly make allowances for the same while trying to compensate the customer for the pain that he/she had to endure on account of service failure. A differentiated service recovery effort that takes into account the customers' prior level of satisfaction with past service recovery efforts by the firm and accordingly modulates the degree of three justice dimensions that goes into formulating its recovery strategy will help in achieving customer satisfaction with the recovery effort.

The relative importance of the three justice dimensions of the recovery effort is not stable over multiple service failure situations. This study investigates the dynamics of the relative importance of the three dimensions of justice in achieving customer satisfaction with service recovery effort over repeated instances of service failure.

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