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Co-creating the service recovery experience – A new lens on service recovery [Abstract]

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WHAT'S AHEAD IN SERVICE RESEARCH? NEW PERSPECTIVES FOR BUSINESS AND SOCIETY

TITLE: Co-creating the Service Recovery Experience – A New Lens on Service Recovery

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TRACK: Service Ecosystems: Strategy and Management Issues

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ABSTRACT

OBJECTIVES: This paper builds upon the existing research on customer participation in service recovery (i.e. Dong, et al., 2007; Roggeveen et al., 2009; Xu et al., 2014). By observing service recovery as both a process and an outcome, we are referring to it as a customer experience. This enables us to conceptualize the phenomenon of co-recovery experience into a holistic and phenomenological model which is operationalized.

The aim is to extend the current body of knowledge by analyzing service recovery situations from a service eco-system perspective. Thus, the contribution of this paper is two-folded, first; to conceptualize the phenomenon of co-recovery experience by understanding its antecedents, dimensions (process), and how the favorable or unfavorable experience outcome is related to word-of-mouth (WOM) intention and behavior and re-purchase intention and behavior.

Secondly; to develop a quantitative measurement instrument that captures both process and outcome of co-recovery experience. To our best knowledge, such a measurement instrument does not yet exist. The instrument is partly based on earlier literature and partly on tested and validated variables which can explain the proposed relationships between the constructs. The findings have both theoretical as well as managerial implications.

METHODOLOGY: To develop a validated measurement instrument that captures the phenomenon of service recovery experience, a pre-study and a main study is required.

The retail context was selected due to the frequent interaction between the different actors, hence; enable us to observe the complexity of the service eco-system. The pre-

study was paper based and conducted in Sweden and UK with a total of 143 respondents. The complete pre-test survey consisted of 67 questions. The questions were answered on a 7-point Likert scale, which was anchored appropriately depending on the kind of question asked.

For the main study, several modifications were made. The time-span for the qualification questions were shortened from 2 years to 6 months. This, in order to better capture the experienced emotions. The I-PANAS-SF model (Thompson, 2007) was grouped into one question with sub questions. Several questions with unsatisfactory factor loadings were removed, and the construct WOM intention included five new questions, due to earlier questions being rejected.

The final version of the questionnaire had two qualification questions, one question specifying the complaint channel, and 53 items that define the 10 constructs used to describe the phenomenon. The main study is planned to be tested in two countries, U.S and Norway. The survey is translated to appropriate language, and the total amount of responses is planned to be 1400. The amount of responses will take into account missing-data, hence; ensure that the SEM-model will be testable.

EXPECTED RESULTS: This paper extends the current service recovery literature by zooming in on the co-recovery experience in a retail context, using a service ecosystem perspective. The study includes 53 items that form three antecedents (interaction, activity, social) and two dimensions (cognitive and affect) to explain the co-recovery experience. Further, we expect to show that actor roles, and resource coordination have a positive moderating effect on the co-recovery experience.

Furthermore, we expect to answer the proposed further research (Roggeveen, et al., 2009) and measured the actual re-purchase behavior and actual WOM behavior. This is to better understand how the favorable and unfavorable experience is related to the WOM intention and re-purchase intention, and how the WOM and re-purchase intention is related to WOM behavior and re-purchase behavior. This, since they are not necessary the same (Mittal & Kamakura, 2001). Hence, as suggested (Klaus & Maklan 2013) the interest lies in the actual customer behavior when measuring experience.

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