



# THE RITZ-CARLTON LEADERSHIP CENTER

## THE ART OF SERVICE RECOVERY | Building Trust & Loyalty

### WHAT THE STATS SAY

- \_\_\_\_\_ of customers will do business again with a company that resolves their complaints.
- \_\_\_\_\_ of customers say the #1 factor that leads to a great customer experience is having their issues resolved quickly.
- \_\_\_\_\_ of customers will pay more for a better customer experience.
- \_\_\_\_\_ of customers expect service recovery assistance to begin within 5 minutes of an issue.

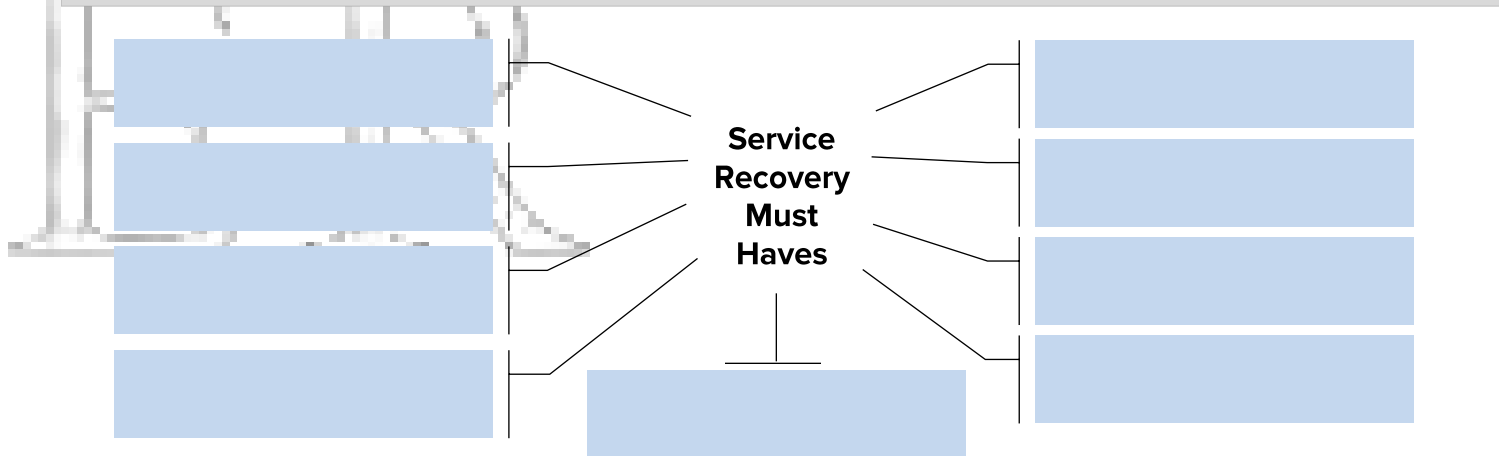
### PROBLEMS V. OPPORTUNITIES

# PROBLEMS

**MRBIV:**

- Mistakes
- Rework
- Breakdowns
- Inefficiencies
- Variations

### CHARACTERISTICS & SKILLS



## FIRST PERSON SERVICE RECOVERY

L	LISTEN	_____
		_____
E	EMPATHIZE	_____
		_____
A	APOLOGIZE	_____
		_____
R	RESOLVE	_____
		_____
N	NOTIFY	_____
		_____
		_____

## TYPES OF LISTENING

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## SYMPATHY V. EMPATHY

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## EFFECTIVE APOLOGY LANGUAGE

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### The Perfect Apology

- Expression of regret
- Explanation of what went wrong
- Acknowledgement of responsibility
- Declaration of repentance
- Offer to repair/fix
- Request for forgiveness

# EFFECTIVE SERVICE RECOVERY

## KEY ELEMENTS

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## TIMELINESS

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## RESOLVE

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## SATISFY & WOW

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## NOTIFY

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Ask yourself:

Who needs to know about this, to ensure it doesn't happen again?

How will I communicate this information to those individuals?

Resolving issues quickly when they occur is essential to \_\_\_\_\_  
and creating \_\_\_\_\_.

## GROUP ACTIVITY

**Share recent service failures you have experienced as customers and work together to identify:**

1. The pitfalls of the service failure.
2. What would have reengaged you?

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1. Gather with your group and discuss the topic.
2. Before the allotted time has elapsed, ensure you have some key bullets written down.
3. A nominee from your group will be called upon to report out.

## GROUP ACTIVITY

**Discuss your service recovery scenario and focus on the following:**

1. Practicing empathy and apology statements.
2. Offering resolution options.

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