



Análisis de los procesos de recuperación del servicio en el sector de telefonía móvil [

Asociación Científica de Economía y Dirección de la Empresa,
ACEDE :
Elsevier Doyma,
2011

text (article)

Analítica

Errors may occur even in excellent companies. However, the literature has shown how good management of service recovery processes achieves high levels of customer-perceived satisfaction. An exhaustive review of the specialist literature reveals that there are still major gaps in knowledge of the following areas: i) the perception of justice and its impact on satisfaction with service recovery and loyalty, ii) individual and group consideration of attitudinal and behavioral loyalty, and iii) the links between satisfaction with service recovery and customer loyalty, which would enrich our understanding of the effectiveness of service recovery actions. The present study analyzes the mobile phone sector in Spain. The results indicate that recovery processes influence customer-perceived satisfaction and customers' predisposition toward loyalty. However, we also identify that, in practice, companies seem to pay insufficient attention to this alternative, at least from the customer's point of view, raising the question of why this is so

Errors may occur even in excellent companies. However, the literature has shown how good management of service recovery processes achieves high levels of customer-perceived satisfaction. An exhaustive review of the specialist literature reveals that there are still major gaps in knowledge of the following areas: i) the perception of justice and its impact on satisfaction with service recovery and loyalty, ii) individual and group consideration of attitudinal and behavioral loyalty, and iii) the links between satisfaction with service recovery and customer loyalty, which would enrich our understanding of the effectiveness of service recovery actions. The present study analyzes the mobile phone sector in Spain. The results indicate that recovery processes influence customer-perceived satisfaction and customers' predisposition toward loyalty. However, we also identify that, in practice, companies seem to pay insufficient attention to this alternative, at least from the customer's point of view, raising the question of why this is so

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzM4NTYxNDM>

Título: Análisis de los procesos de recuperación del servicio en el sector de telefonía móvil [electronic resource]

Editorial: Asociación Científica de Economía y Dirección de la Empresa, ACEDE Elsevier Doyma 2011

Documento fuente: Cuadernos de economía y dirección de la empresa, ISSN 1138-5758, Vol. 14, Nº 3, 2011, pags. 173-184

Nota general: application/pdf

Restricciones de acceso: Open access content. Open access content star

Condiciones de uso y reproducción: LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

Lengua: Spanish

Enlace a fuente de información: Cuadernos de economía y dirección de la empresa, ISSN 1138-5758, Vol. 14, N° 3, 2011, pags. 173-184

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es