PREFACE

During the past few decades’ interest has been growing among researchers and practitioners towards the subject of service encounter, service failures and the recovery actions taken by the service providers. The consequences of service failures and recovery efforts, by the service provider, on the customers in the dimensions of customer’s satisfaction, trust, loyalty, repurchase intentions and word of mouth are of great interest and indeed important to management and researchers alike. But the consequences i.e. after effects – positive or negative related to employees who face problems whilst giving services to the customers have not been examined and assessed adequately through research till date.

In this context it becomes imperative to undertake a synoptic view of the subject of service delivery, service failures and service recovery efforts and their impacts on employees’ performance. It is inescapable that no service failure instance occurs while providing services to the customers. But the success of a firm depends on as to how this failure situation is tackled which further depends on the capability and performance of its employees in this regard. In particular, it is very crucial for the survival of an organisation not only in terms of retention of its employees but also for continuous association of the customer with the organisation.

This research work is an attempt to find out various types of service failures occurring in Bank branches and impacts of service failure on customers’ retention, association with the bank and also its impacts on employees’ performance in service recovery pursuits. To take the research to its logical conclusion the entire study is divided into five chapters. The first chapter contains a discussion on introduction of the subject, service delivery process, banking as service sector and importance of employees’ role and performances in service delivery and service recovery efforts. The second chapter contains an expanded discussion on the literature with a complete and comprehensive review of the various researches that have been carried out on the related subject so far. The Third chapter discusses the research methodology adopted to reach systematically and scientifically at the results of the study and explains further various statistical tests adopted for acceptance/rejections of the hypotheses framed. The fourth chapter is about analysis and interpretation of data obtained through various techniques of data collection. The fifth chapter highlights the conclusions and recommendations emerging from the analysis of data and discussions.