"Complaint handling in the gastronomy sector: Service recovery differences in Vienna and Krasnodar "

Abstract:

Nowadays customers are becoming more selective when it comes to choosing a service pro-vider. That is why companies should clearly understand the importance of the concept of cus-tomer satisfaction, service quality and complaint handling. Companies should be very attentive to customer complaints and make the complaint collecting procedure easy and accessible, because it is profitable for both parties. When customers have a chance to express their feel-ings and complaints about the service, they feel that their opinion is valued. At the same time the company has a chance to improve the service and avoid such failures in the future.

Even companies that try to provide superior service quality, failures can still occur. When this happens customers expect the service provider to take necessary actions in response to the failure and to be fairly compensated. Therefore, companies should be able to recover the neg-ative experience, since service recovery is a crucial moment that makes a difference between the success and the failure of the company.

Misunderstandings or conflicts can result from differences in cultural norms, rules and beliefs. Culture can describe the behavior of employees, the way their deal with stressful situation and conflicts. What is normal for one cultural may be unacceptable for the other, and therefore cause conflict situations.

The research focuses on the differences in the complaint handling and service recovery pro-cesses in Vienna and Krasnodar. Several analyses have been conducted to figure out how em-ployees deal with customer complaints and what is done to recover negative experience in the gastronomy sector.