

Services Marketing

Name

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Date

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### **Element Covered in the Article**

The article focuses on client relationships and the impact of service failures on these relationships. Service failures adversely influence client anticipations concerning future encounters with a service provider, and client satisfaction (Barr & McNeilly, 2003). Still, if service providers try to resolve the service failures, client satisfaction is heightened, at times to the extent that it improves more than it would have if the failure had not happened. Moreover, repurchase anticipations and intention for future encounters are positively influenced when there is recovery from service failure. The extent of shift in expectations, repurchase intentions, and satisfaction is partly an outcome of the expense and effort that service providers apply in attempting to solve service failures (Barr & McNeilly, 2003). The article's take on the effect of service failures on client relationships is that a lack of recovery attempts contributes to the jeopardy of repurchase intentions, client anticipations, and client satisfaction.

### **What the Results of the Article Suggest**

The results of the article suggest that there are service failures by professional service companies, and service providers are not ready to tackle them properly and sufficiently. Frequently, customers encountered and service encounter failures (rude conduct by staff, unconcern with customer issues, and missing appointments) and core service failures (missed filing deadlines, tax return errors) with unsatisfactory responses from their service providers (Barr & McNeilly, 2003). Moreover, the article hints that customers do not state special resolutions, and they seem to tolerate unsatisfactory work from their service providers.

Different from current studies on clients, the article discovered that service providers regularly are minimally or completely not concerned with recovering, do not try proper fixes,

and are not genuine in their recovery endeavors. Regardless of this, their customers consistently conduct business with them, and refer others to their services (Barr & McNeilly, 2003).

Additionally, some providers disregard service failures, or fault their customers for the failures.

Despite this, the customers still continue to have a relationship with the firms.

Lastly, the acknowledgement of insufficient recovery approaches might partly be attributed the customer's lack of concern about shifting from service providers (Barr & McNeilly, 2003). Customers might believe that there are enormous difficulties in changing their service providers. These incidences are frequent in firms that deal with accounting services.

References

- Barr, T. F., & McNeilly, K. M. (2003). Airing the Dirty Laundry. *Services Marketing Quarterly*, 24(3), 1-15. doi:10.1300/j396v24n03\_01