

Service Failures as Value Co-destruction Moments

George Skourtis, Jean-Marc Décaudin, and Assiouras Ioannis

Abstract Although Service-Dominant (S-D) Logic is an emerging school of thought in marketing literature, recovery strategies after service failures continue to be conceptualized under the good-dominant logic paradigm. This paper proposes a different conceptualization for service failures and recoveries strategies in the S-D Logic framework. Thus, we re-conceptualize service failures as co-destruction moments due to the fact that when a service failure occurs some forms of consumption value (functional, social, emotional, epistemic, and conditional) are co-destroyed (co-destruction-moment) in similar way that they co-created during the value co-creation. Moreover, we introduce a Mechanism of Value Restoration (MVR) in order to identify and restore the loss value as a more effective service recovery strategy by applying Prahalad and Ramaswamy's DART (dialogue, access, risk assessment and transparency) model.

Keywords Service Failure • Co-Destruction • Service-Dominant Logic • Service Recovery • Consumption Value

References

References Available Upon Request

G. Skourtis (✉)
University of Toulouse 1, Toulouse, France
e-mail: gioskourtis@hotmail.com

J.-M. Décaudin • A. Ioannis
University of Toulouse 1, Toulouse, France
e-mail: jm.decaudin@tbs-education.fr; i.assiouras@tbs-education.fr