

Service Guarantees

(6)

→ A Guarantee is a recovery tool

→ "A pledge given by makers that they will repair/replace article free if it develops defects within certain time frame"

⇒ Benefits:-

- 1) A good guarantee forces the co. to focus on its customers.
 - 2) An effective guarantee sets clear std for Orgⁿ
 - 3) A good guarantee generates immediate and relevant feedback from customers
- incentive to complain
 - 4) when the guarantee is revoked there is an instant opportunity to recover.
 - 5) studies of the impact of service guarantee suggests that employees morale and loyalty can be enhanced, as a result.
 7. for customers, guarantees reduces their sense of risk and improves trust about co.
- An effective Guarantee can improve profitability through loyalty.

Characteristics of Effective Service Guarantee

(7)

1) Unconditional

2) Meaningful

- it should guarantee those elements of service that are meaningful
- the payout should cover fully the customer's dissatisfaction.

3) ~~Easy~~ Easy to understand & communicate

- employees need to understand what to do.



100%

SATISFACTION

GUARANTEE

We guarantee high quality accommodations, friendly and efficient service, and clean, comfortable surroundings.

If you're not completely satisfied, we don't expect you to pay.

®

**"We GUARANTEE -
Fresh hot pizza, delivered in 30 minutes or less or it's FREE!"**

