

THE ROLE OF EMPLOYEES' SKILLS IN SERVICE RECOVERY PROCESS

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Abstract

When a service failure happens, firms should take recovery actions in response to service failure (Gronnroos, 1988). Service recovery means bringing customers back to the business. Handling a service failure is crucial for a business. It means creating a work mechanism or tools for an appropriate service recovery. In the recovery mechanism, we consider that front-line employees are the key element either in the service failure or its recovery. Various studies describe various aspects regarding the role of employees in the recovery procedures as their ability to adapt, their need to be proactive and the role of self managing teams. Purpose: The purpose of this study is determining the role of front-line employees in service recovery procedure in restaurants, in the service industry. How do they perceive the failure cases and their reactions in these situations? Methodology: Secondary research and qualitative interviews were used to analyze the role of employees in service recovery. A structured questionnaire was employed to gather data and making a qualitative analysis. Sampling involved a random selection of employees in Shkoder's restaurants. Conclusion: The role of employee in providing effective service recovery is inevitable; and so on customer satisfaction is affected by the effectiveness of staffs in managing successfully the service recovery process.

Keywords: *service recovery; restaurant; employees; complaint.*