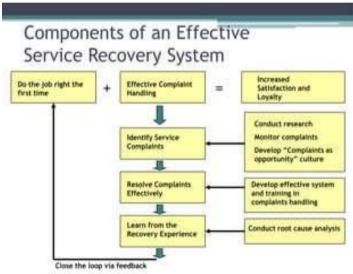


## **Recovery Management**

"Recovery management" in service marketing refers to the process of actively addressing and resolving customer complaints or negative service experiences, aiming to retain customers by rectifying issues and restoring their satisfaction with the brand; essentially, it's the practice of "service recovery" where a company takes steps to regain a customer's trust after a service failure.



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