

THE SERVICE RECOVERY MODEL

FIX IT & WOW

RED CARPET

NON-MONETARY

EMPATHY

HERO

THE SERVICE RECOVERY MODEL

FIX IT & WOW
High Responsibility
Low Severity

RED CARPET
High Responsibility
High Severity

EMPATHY
Low Responsibility
Low Severity

HERO
Low Responsibility
High Severity

RESPONSIBILITY OF THE HOTEL

LOW

HIGH

SEVERITY TO THE GUEST

LOW

HIGH

