When Customers Rip Off Firms

Although considerable attention has been given to firms ripping off customers, far less attention has been directed at customers ripping off firms. Yet, customer abuse of firms appears to be prevalent today with customers undertaking a range of abusive behaviors and targeting employees across a wide spectrum of organizations, including retail, call centers, hotel and hospitality, utilities, airlines, hospitals, medical clinics and emergency services. In an attempt to recover a customer when there has been a service failure, firms seem to be particularly at risk from customer abuse. This is because firms seeking to enact effective service recovery tend to be willing to give customers “whatever it takes” for perceived damages. Firms do this with the belief that the more they offer the customer the more satisfied the customer will be with the recovery effort, which in turn will result in positive outcomes for the firm, primarily repeat purchase and positive word of mouth. However, service recovery is open to abuse with surprisingly little benefit, if any, to the customer or the firm. Paradoxically, we find that when customers rip firms off through their opportunistic claiming, this does not lead to increased satisfaction with the service recovery.

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Janet is internationally recognized for her work in Service Science, particularly service recovery and the interface between the front line service employee, manager and their customers. She is published in leading journals in her field including the Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, The Leadership Quarterly, California Management Review, Journal of Business Research, Journal of Marketing Management and Industrial Marketing Management. She is the co-author of over 80 scholarly publications and 4 books. She leads international research teams on service recovery, customer claims, customer value co-creation and customer rage. Janet specializes in assisting organizations with customer service, service design and service recovery, strategic marketing planning, carrying out market research and developing workable solutions to customer-focused problems.

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*** All are Welcome ***  Enquiry: 2616-8240