

# Evaluating the Impact of Service Recovery Strategies on Reducing Customer Complaints in the Hospitality Sector

Melisha Chatterjee<sup>1</sup> and Dr. Harish Vashisht<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Management

<sup>2</sup>Professor, Department of Management

NIILM University, Kaithal, Haryana, India

**Abstract:** *Service recovery has emerged as a vital managerial function in the hospitality sector due to the industry's strong reliance on customer satisfaction and word-of-mouth marketing. Effective recovery strategies not only rectify service failures but also transform dissatisfied customers into loyal patrons. This review paper examines the significance of service recovery strategies in reducing customer complaints, focusing on timely response, employee empowerment, compensation, and technological support. The paper also highlights gaps in previous studies and proposes future directions to strengthen complaint management frameworks in the hospitality sector.*

**Keywords:** Service Recovery, Hospitality Sector, Customer Complaints