SERVICE RECOVERY AND CUSTOMER VALUE OF SELECTED TELECOMMUNICATION FIRMS OPERATING IN EDO UNIVERSITY AND IYAMHO COMMUNITY

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ABSTRACT - In the Nigerian telecommunications sector, this study looks at the connection between customer happiness and services recovery. Interest-grabbing variables include behavioural intention, service recovery, and service satisfaction. A cross-sectional research design was employed for the study. The Edo State University Uzairue students and Iyamho community who use mobile phones comprise the study's population. We utilised a sample of 397 users from each of the four well-known providers of telecommunications services: MTN, Glo, Airtel, and 9Mobile. The instrument for gathering data was the questionnaire, experts in the Department of Business Administration were employed to test for validity. Thereafter, the Cronbach apha was used to test for reliability. The Statistical Package for the Social Sciences (SPSS) was used to analyse the data both descriptively and inferentially. According to the study, there is a statistically significant and positive correlation between service recovery and satisfaction. The results also revealed that, among other things, there is no statistically significant correlation between demographic characteristics and service recovery. Additionally, it was discovered that frequent instances of service failure in the Nigerian telecom sector include bad network connectivity that prevents users from connecting, money being deducted without calls, interruptions and unwanted SMS, overbilling, and fictitious and unmet promotional promises. Thus, in order to increase customer satisfaction, telecom companies should respond to complaints from their clients regarding service failures in a timely and genuine manner.

KEYWORDS: Service Recovery, Customer Value, MTN, GLO, Airtel, 9Mobile

INTRODUCTION

Zeithal & Bitner (2009) assert service recovery to be what an organisation does in the event of a service failure . In general, one out of every ten consumers of most businesses will not be happy with the service they receive. As several telecom operators compete for users' attention, the Nigerian telecom market has grown to be extremely competitive. One of the biggest issues these telecom firms face is managing their service quality, which is closely related to customer satisfaction. Both service quality and customer happiness are crucial for retaining customers. The largest subset of the information and communication sector is the Nigerian telecommunications industry. Nigeria has one of the largest telecom industries, which has developed into an oligopolistic market structure over time, where a small number of companies control the majority of the market share. There are several international corporations in this industry. The top companies include MTN, a multinational corporation with its headquarters in South Africa and a market share of 37.2%. Three global telecommunications companies operate in Nigeria: Glo (a Nigerian firm), 9mobile (formerly Etisalat), and Airtel (headquartered in India). When consumers are not motivated to file complaints, service providers seldom ever react to complaints helpfully. Nothing makes a consumer happier than a dependable and error-free service, according to Andreasen (2001). The maxim goes, "Errors in service are unavoidable, but unhappy customers do not

automatically start recovery efforts to make up for the lost revenue in a way that at least somewhat matches their perceived hardships" (Michael, 2009). Many businesses have emerged in recent years intending to offer internet and phone communication services to the vast population of Nigeria. This is available in some areas, including wireless, mobile 3G, mobile money, mobile telephone, and the internet in general. Businesses are looking for any kind of edge to set them apart from rivals in this age of heightened rivalry. If these tactics lead to client pleasure, they are considered successful (Adaranijo, 2001).

Essentially, the way a service provider handles a service failure is the real litmus test for its dedication to providing high-quality services and satisfying customers. In fact, in the event of a service breakdown, this forces businesses to implement improved service recovery procedures in an effort to suitably meet client expectations. As a result, businesses go beyond conventional performance metrics and investigate effective service recovery tactics, identifying what works and what does not in order to develop customer-based missions, objectives, and customer happiness. Certain consumers are still dissatisfied with the service, even after Nigerian telecom companies made effort to handle customer concerns and enhance their offerings. This necessitates doing a research study to look at customer value and service recovery in Edo State University Uzairue and Iyamho community of selected Nigeria's telecom sector. This study's main purpose is to find out how service recovery affects customer value in telecom companies at Edo State University in Uzairue and Iyamho. The study's particular objectives are to:

1. examine the level of service satisfaction and customer value of selected telecommunication firms in Edo State University Uzairue and Iyamho community.
2. determine the level of service recovery and customer value of selected telecommunication firms in Edo State University Uzairue and Iyamho community.

the following research hypotheses guided this work:

$H0_1$: there is no significant relationship between the level of service satisfaction and customer value of selected telecommunication firms in Edo State University Uzairue and Iyamho community.

$H0_2$: there is no significant relationship between the level of service recovery and customer value of selected telecommunication firms in Edo State University Uzairue and Iyamho community.

REVIEW OF RELATED LITERATURE

Service Recovery

When consumers are not motivated to file complaints, service providers seldom ever react to complaints helpfully. Nothing makes a consumer happier than a dependable and error-free service, according to Andreassen (2001). Nonetheless, the maxim "service faults are unavoidable, but unhappy customers are not" (Michel et al., 2009) sets off recovery attempts to make up for the impacted customers' losses in a way that at least somewhat matches their perceived hardships. Service recovery is a crucial time to realign trusts and minimise negative actions, and service fault is a precondition for recovery. Service recovery refers to an operator's second, possibly unique opportunity to track, identify, and resolve perceived service errors in order to (re)establish consumers' trust (by minimising the harms caused by a service failure), encourage customer retention, and deter other negative actions such like challenging the company through consumer rights organisations or legal frameworks (Maxham, 2001). This is in contrast to impressing customers after something goes wrong. However, a number of factors, including the strength of the existing connection and the severity of the service breakdown, have a significant impact on how effective service recovery is. The link between commitment and customer happiness is tempered by the degree of the service failure. Even a robust service recovery approach may not be enough to placate customers if the initial service outage was extremely severe (Zeithaml & Bitner, 2000).

Customer Value (CV)

A major topic of discussion in service marketing literature is still customer value. Value is an emotional state that emerges from a customer's repeated contact with a service provider, according to Edmondson (2011). The study determined the drivers of customer value, which include the total customer value and the value of service encounters. Service encounter value is transaction-specific, whereas total customer value is relationship-specific. This research at Edo State University in Uzairue and Iyamho community looked at customer value and how it impacts telecom service consumers' loyalty. Overall value is the result of the cumulative impact of individual service encounters or a group of transactions with the service provider over time. Although a significant amount of prior research has examined the link between customer happiness and customer loyalty, there are still many unsolved concerns due to the relationship's intrinsic complexity. Scholars and practitioners are paying close attention to and are interested in the concept of customer value in

today's dynamic and competitive market. Its significance as a fundamental component of corporate strategy and the end objective of all business operations may account for this (Adaranijo, 2001). Adaranijo (2001) distinguished between two fundamental definitional methods for customer value research. While the second method sees customer value as a process, the first approach defines it as a result. Customer value, which emphasises the perceptual evaluative and psychological processes that contribute to it, is defined as an assessment of what was received and what was expected. It is crucial to remember that these two approaches are complementary rather than mutually exclusive. Scholars have described the ideas of customer value and service satisfaction as happy accidents that lead to innovation. A happy customer is an indication of a satisfied consumer. Undoubtedly, one of the most important aspects of any company organization's services is and has always been customer satisfaction. The primary motivation behind innovation is to attain competitive advantage and enhance the organization's proficiency, ultimately leading to client contentment.

Theoretical Framework

Davidow (2003), a French jurist and lawyer (1946–1948) developed the diffusion of innovation theory, which serves as the foundation for this investigation. A theory known as the Diffusion of innovations examines how an innovation adapts to societal changes. Put differently, it explains the course of societal change. An innovation is any concept, method, or item that a person or other adoption unit views as novel. The person's response to the notion depends on how novel they think it is to them. Diffusion is also the process by which an invention spreads over time among the constituents of a social system via certain routes. Thus, four components of the aforementioned definition are present in the process of dissemination of innovation, according to Davidow (2003). These components include time, the social structure, communication, and creativity. Interpersonal channels are more successful in shaping and modifying attitudes towards a new concept, and therefore in influencing the choice to accept or reject a new thought, than mass media channels in disseminating knowledge about innovations. The majority of people assess innovations based on the subjective opinions of their near peers who have embraced them rather than on the findings of professional scientific investigation. The innovation-decision process involves time in the first place. It is the mental process by which a person (or other decision-making unit) moves from learning about an innovation for the first time to developing an attitude towards it, making the decision to accept or reject it, putting the new idea into practice, and then confirming that decision. The innovativeness of a person or other unit of adoption is the second way that time plays a role in dissemination. The degree to which a person or other unit of adoption adopts new concepts comparatively sooner than other members of a social system is known as innovativeness. The pace of adoption is the third way that time influences dissemination. The relative speed at which a social system's members accept an innovation is known as the rate of adoption. The adoption rate is commonly determined by counting the number of system members who accept the innovation within a certain time frame.

Empirical Framework

According to Bitner (1990), the way service personnel handled service failures accounted for more than 23% of memorable, satisfying experiences in the hotel, airline, and restaurant sectors. They concluded that staff members' reluctance or incapacity to address service shortcomings accounted for around 43% of unsatisfactory service experiences. Scholars (Davidow, 2003) have concluded that failure itself is not always the catalyst for unhappiness; rather, it is frequently the provider's response (Bitner et al., 2000) after closely examining the double deviations principles. Because they show higher levels of happiness than those who did not suffer a service breakdown at all, clients who encountered service failures and had them effectively recovered by gracious and quick service recovery will thus be the provider's best customers (service recovery paradox).

Maxham (2001) discovered that satisfaction with recovery had a higher influence on repurchase and word-of-mouth intentions than did satisfaction with the original service in a study of 410 complaints from an interstate moving firm. This runs counter to the widespread perception that, even in cases when service recovery efforts far outperform expectations, the greatest strategies to increase customer satisfaction are error-free, highly gratifying first interactions (Oliver, 1980). According to other research (Hart et al., 1990), a successful recovery may convert disgruntled and furious clients into fans or loyalists, generating more goodwill than if everything had gone according to plan from the start.

METHODOLOGY

This research at Edo State University and Iyamho community looks at customer value and service recovery in the telecommunications sector. This study strategy is cross-sectional. The study used correlation analysis and the descriptive survey approach.

Adaranijo (2001) described the use of a cross-sectional survey to collect data on a specific population at a certain point in time. This is also seen to be more suitable since it allows pertinent questions to be asked during scheduled interviews and data collection from respondents via questionnaires. This research at Edo State University and Iyamho community aims to investigate customer value and service recovery in telecommunications companies. The population under research, who are primarily students at Edo State University and Iyamho community, are mobile phone users. This study employed convenience sampling, a non-probability sampling technique. Convenience sampling is a statistical technique that selects individuals based on their accessibility or ease of availability to obtain representative data. The justification for using convenience sampling is that it makes it easier for the researcher to contact and communicate with the respondents who completed the study questionnaire. Respondents from Edo State University Uzairue and Iyamho community, one of the university's randomly chosen regions, are in the sample. Using the Taro Yamani Formula (1967), the sample size (n) for the distribution of questionnaires within the organisations was calculated.

$$n = \frac{N}{1+N(e)^2}$$

Where n = Sample size
N= population size
e= population of sample error

$$N = \frac{50000}{1+50000\,(0.05)^2}$$

$$= \frac{50000}{1+125}$$

$$= \frac{50000}{126} = 397$$

The students of the Edo State University Uzairue and Iyamho were used for this study and the number of the research instruments (questionnaires) are shown in the table below.

Table 1 Questionnaire Distribution

S/N	Organisations/University	Population	Sample Size
1	Edo State University Uzairue Edo State and Iyamho community	50000 as at 2024	397
	Total	50000	397

Source: Field Survey, 2024

Model Specification

This analysis is based on the model of service recovery as the theoretical framework of the study. Specifically, the model hypothesizes that service recovery evolves as follows:

$$TI_i = \beta_0 + \beta_1 \mathbf{SQ}_i + \beta_2 \mathbf{TT} + \beta_3 \mathbf{PF} + \beta_4 \mathbf{CI} + \beta_5 \mathbf{SR} + U_i \quad (3.1)$$

Where:
CV= Customer Value
SQ= Service Quality
TT= Trust
PT= Price Fairness
CI= Corporate Image
SR = Service Recovery
U_t = error term

The primary instrument used to collect data was a structured questionnaire that was updated and adapted from multiple previous surveys by Petzer, De Meyer Heydenrych, and Svensson (2017). Sections A through D made up the four sections that made up this. While Sections B to D documented "service recovery and customer value in telecommunication business in Nigeria," Section A recorded demographic data. There are many questions in this section asking respondents to indicate how much they agree or disagree with the assertions. The measurement in the questionnaire is on a Likert scale. Regarding our stated aims, the questionnaire consists of around thirty-two items. First-hand accounts provided the data. A systematic questionnaire was used to collect the primary data. Ordinary least Squares (OLS) techniques were employed to evaluate the multiple regressions between service recovery and customer value in the Nigerian telecommunications market based on the study goals. The data was analysed using SPSS version 21.0.

Table 2: Background information

Question	Options	Frequency	%
Which of these telecom service providers have you ever used?	MTN	109	27.45
	AIRTEL	81	20.40
	GLO	169	42.56
	9MOBILE	38	9.57
Have you switched telecom network provider before?	Yes	226	56.92
	No	171	43.07
Which of these telecom service providers do you currently and regularly use?	MTN	180	45.34
	AIRTEL	69	17.38
	GLO	81	20.40
	9MOBILE	67	16.87
How long have you been using this telecom service provider?	6months – 3years	95	23.92
	4-6years	116	29.21
	7-9years	96	24.18
	10years and above	90	22.67
Have you experienced poor service from your most preferred telecom service provider?	Yes	323	81.36
	No	74	18.63
How often do you experience service failure with your preferred telecom service provider?	Always	76	19.1
	Very often	103	25.94
	Often	125	31.48
	Rarely	76	19.1
	Never	17	4.5

Note: The percentage was computed over 380 (total number of respondents)
Source: *Researcher's Fieldwork (2024)*

Table 2 above demonstrates that 181 (47.6%) of the total respondents have used Airtel services, whereas 309 (81.3%) have utilised MTN services. 50% and 36.3% of users, respectively, have made use of Glo and 9mobile's services. Of the total respondents, 226 (59.5%) had previously changed their telecom network provider, while 147 (38.7%) had not. The several factors covered in this article include behavioural intents, service recovery, and service satisfaction.

Table 3: Description of variables

S/N	Statement	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree	Mean	Std Dev
Service Recovery								
1	My network service provider is able to deal with my complaints satisfactorily	76 (20.4%)	118 (31.6%)	59 (15.8%)	64 (17.2%)	57 (15.3%)	3.246	1.361
2	When I have challenges, my network service provider shows a genuine interest in solving them	73 (19.5%)	129 (34.4%)	84 (22.4%)	48 (12.8%)	41 (11%)	3.387	1.242
Overall mean and standard deviation of service recovery							3.52	1.074
Service Satisfaction								
3	My feelings about the telecom service provider are very positive	67 (17.8%)	148 (39.2%)	99 (26.2%)	50 (13.3%)	14 (3.8%)	3.54	1.319
4	I feel good about doing business with this telecom service provider	71 (19.2%)	113 (30.5%)	74 (20%)	61 (16.5%)	52 (14.1%)	3.243	1.261
5	I feel satisfied that the result from doing business with this telecom service provider is the best that can be achieved	74 (19.9%)	110 (29.5%)	96 (25.8%)	49 (13.2%)	44 (11.8%)	3.324	1.267
6	I find it difficult to use only one network	62 (16.6%)	120 (32.1%)	89 (23.8%)	53 (14.2%)	50 (13.4%)	3.243	1.333
Overall mean and standard deviation of service satisfaction							3.27	0.974
Overall mean and standard deviation of behavioural intention							3.27	1.036

Source: *Researcher's Fieldwork (2024)*

Service Recovery: Table 3 shows that majority of the respondents agreed with the statements measuring service recovery in the following orders: When I have challenges, my network service provider shows a genuine interest in solving them ($\bar{X} = 3.387, SD = 1.242$); and My network service provider is able to deal with my complaints satisfactorily ($\bar{X} = 3.246, SD = 1.361$). The overall mean score for service recovery is 3.52.

Service Satisfaction: Table 3 shows that majority of the respondents agreed with the statements measuring service satisfaction in the following orders: My feelings about the telecom service provider are very positive ($\bar{X} = 3.54, SD = 1.319$); I feel satisfied that the result from doing business with this telecom

service provider is the best that can be achieved ($\bar{X} = 3.324, SD = 1.261$); I feel good about doing business with this telecom service provider ($\bar{X} = 3.243, SD = 1.261$); and I find it difficult to use only one network ($\bar{X} = 3.243, SD = 1.333$). The overall mean score for service satisfaction is 3.27.

Forms of Service Failure

This section examines the different forms of service failure experienced by customers of telecommunication firms in Edo State University Uzairue. The results are shown in Table 3 as follows:

Table 4: Forms of service failure

S/N	Forms of service failure	Frequency	%	Rank
1	Inability to connect because of poor network	219	57.6	1st
2	Deduction of money without making calls	208	54.7	2nd
3	Interruption and unsolicited SMS	202	53.2	3rd
4	Overbilling	200	52.6	4th
5	Fake and unfulfilled promo promises	156	41.1	5th

Note: The percentage was computed over 380 (total number of respondents)

Source: *Researcher's Fieldwork (2024)*

Table 4 reveals that the most common type of service failure seen by a sample of Nigerian telecom company customers was not being able to connect due to a bad network (219, 57.6%). Next in line are: uncalled money deductions (208, 54.7%); unwanted SMS and interruptions (202, 53.2%); overbilling (200, 52.6%); and false and unmet promotional promises (156, 41.1%).

Forms of Compensation for Service Failure

This section examines the different forms of compensation for service failure by customers of telecommunication firms in Nigeria. The results are shown in Table 5 as follows:

Table 5: *Forms of compensation for service failure*

S/N	Forms of compensation for service failure	Frequency	%	Rank
1	Apology	289	76.1	1st
2	Enhanced network	127	33.4	2nd
3	Extra air time	28	7.4	3rd

Note: The percentage was computed over 380 (total number of respondents)

Source: *Researcher's Fieldwork (2024)*

Table 5. shows that apology (289, 76.1%) was the most prevalent form of compensation for service failure by sampled customers of telecommunication firms in Nigeria. This is followed by: enhanced network (127, 33.4%); and extra air time (28, 7.4%).

Table 6: *Complaints on service failure*

Variable	Option	Frequency	%
Have you ever receive any apologetic call or SMS or email from your service provider on poor service delivery before your complaints	Yes	125	32.9
	No	231	60.8
Have you complained of the service failure you experienced from your present telecom service provider to another person	Yes	328	86.3
	No	42	11.1
How many persons have you complained to?	1-2	79	20.8
	3-5	103	27.1
	6-10	67	17.6
	11-15	59	15.5
	16 and above	60	15.8

Note: The percentage was computed over 380 (total number of respondents)

Source: *Researcher's Fieldwork (2023)*

Table 6 reveals that 125 (32.9%) of the participants have gotten an apology call, SMS, or email from their service provider over inadequate service delivery. Conversely, the majority of them (60.8%) have not received any such communication. According to Table 6, 328 (86.3%) of the respondents reported service failures from their current telecom service provider to a third party, compared to just 11.1% who reported service failures from their current telecom service provider to a third party. Table 6 also reveals that 103 (27.1%) of the respondents, or the majority, had complained to three to five people about service failures. The complaints made by respondents to 1-2 people (20.8%), 6-10 people (17.6%), 16 and older (15.8%), and 11–15 people (15.5%) come next.

Ranking of telecom network in terms of ability to recover failed service

Table 5 shows the ranking of the different firms in the Nigerian telecom industry based on a scale of 1 to 4. The total column shows the frequency of the values attached to each scale. The higher the total value, the more the effectiveness of the telecom firm in recovering failed service, and vice versa. The results are shown below:

Table 7: Ranking of telecom network in terms of ability to recover failed service

S/N	Firms	1	2	3	4	Total	Rank
1	MTN	27 (7.1%)	68 (17.9%)	114 (30%)	126 (33.2%)	335	1st
2	GLO	58 (15.3%	99 (26.1%)	92 (24.2%)	81 (21.3%)	330	2nd
3	9MOBILE	223 (58.7%)	39 (10.3%)	27 (7.1%)	41 (10.8%)	330	3rd
4	AIRTEL	30 (7.9%)	122 (32.1%)	97 (25.5%)	79 (20.8%)	328	4th

Source: *Researcher's Fieldwork (2024)*

When it comes to regaining interrupted service, a sample of Nigerian telecom users placed MTN (335) highest (see Table 7). Glo (330), 9Mobile (330), and Airtel (228) come next.
The reasons given by respondents who had previously switched network brands were as follows: poor network quality, bad customer service, high call rates, excessive charges, costly data plans, insufficient network masks, sim loss, overbilling, poor network connection, lack of free airtime, and unjustified deductions.

HYPOTHESES TESTING

Table 8 Relationship between service recovery and Customer Value

Tables 8a to 8c show the relationship between service recovery and customer value

Table 8a:Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.398[a]	.159	.156	.895

a. Predictors: (Constant), SR

Table 8b:ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	57.011	1	57.011	71.234	.000[b]
	Residual	302.526	378	.800		
	Total	359.537	379			

a. Dependent Variable: SS

b. Predictors: (Constant), SR

Table 7c: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.002	.158		12.705	.000
	SR	.361	.043	.398	8.440	.000

Source: *Researcher's Fieldwork (2023)*

Tables 8a and 8c showed the relationship between service recovery and service satisfaction. When service satisfaction is regressed on service recovery, the coefficient of determination (R2) value is 0.159. The value of the Adjusted R^2 of 0.156 shows that the independent variable explained 15.6% of the variation in the dependent variable. The result reveals that service satisfaction has positive and statistically significant relationship with service recovery at $\rho<0.05$.

Table 9 shows that the F-statistic of 71.234 is significant at $\rho<0.05$; this imply that there is a statistically significant relationship between the dependent variable and the independent variable.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158[a]	.025	.004	.970

a. Predictors: (Constant), occupation, sex, age, edu, marital, income

Table 10: ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	6.575	6	1.096	1.164	.326[b]
	Residual	257.980	274	.942		
	Total	264.555	280			

a. Dependent Variable: SS

b. Predictors (Constant), occupation, sex, age, education, marital, income

Table 11 : Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.517	.379		9.284	.000
	Sex	-.078	.119	-.040	-.658	.511
	Age	-.004	.066	-.004	-.062	.951
	Marital	-.010	.082	-.008	-.117	.907
	Edu	.075	.048	.098	1.570	.118
	Income	-.055	.040	-.088	-1.370	.172
	Occupation	-.048	.044	-.070	-1.081	.281

Source: Researcher's Fieldwork (2024)

Table 10 and Table 11 showed the relationship between service recovery and demographic variables. When demographic variables were regressed on service recovery, the coefficient of determination (R^2) value is 0.025. The value of the Adjusted R^2 of 0.004 shows that the independent variables explained less than 1% of the variation in the dependent variable. The result reveals that demographic variables do not have any statistically significant relationship with service recovery at $\rho<0.05$.

Table 11 shows that the F-statistic of 1.164 is not significant at $\rho<0.05$; this imply that there is no statistically significant relationship between the dependent variable and the independent variable.

SUMMARY OF FINDINGS

Following the results of the empirical analysis, the study found that:

1. The common forms of service failure in the Nigerian telecommunication industry are inability to connect because of poor network, deduction of money without making calls, interruption and unsolicited SMS, overbilling, and Fake and unfulfilled promo promises.
2. The most prevalent form of compensation for service failure by sampled customers of telecommunication firms in Edo State University and Iyamho are apology. This is followed by: enhanced network, and extra air time.
3. It was also found that MTN is the most effective in terms of recovering failed service by sampled customers of telecommunication firms in Edo State University and Iyamho. This is followed by: Glo, 9Mobile and Airtel.
4. Respondents identified the following as reasons for switching service providers bad customer service, bad/poor network, excessive charges, high call rates, expensive data plans, insufficient network masks, loss of sim, overbilling, poor network connection, absence of free airtime and unwarranted deductions.

CONCLUSION

The focus of this study was to examine the relationship between service recovery and customer value in the Nigerian telecommunication firms. This study used the data generated from the 397 valid copies of questionnaire administered to customers of different telecommunication firms in Edo State University Uzairue and Iyamho community. The outcomes of the analyses revealed that customer value has positive and statistically significant relationship with service recovery.

Recommendations

In line with the findings of this study, the following recommendations are made:

1. Telecommunication service providers should strive to identify potential service pitfalls and design remedies before any service failure affects customers
2. Telecommunication firms should handle the complaints of their customers on service failure promptly and sincerely to enhance their level of satisfaction;
3. The service network should be further strengthened to reduce or possibly avoid service failure;

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