**SERVICE RECOVERY IN THE AUSTRALIAN BANKING INDUSTRY**

Fredy-Roberto Valenzuela, Ray Cooksey, Lalith Chandralal and Rumman Hassan

UNE Business School, University of New England

Mailing Address:

14 McCarthy Crescent, Armidale, NSW 2350

Email Address:

fvalenz2@une.edu.au

Telephone:

02 – 6773 2054

Track:

Marketing