

Customer Service Recovery Badge

This badge validates that the earner can effectively manage customer complaints and service failures using industry-recognized models such as LEARN and HEART. Earners demonstrate the ability to apply critical thinking, professional communication, and emotional intelligence to de-escalate conflict, restore customer trust, and protect organizational reputation. Employers can rely on this badge as evidence that the earner is prepared to uphold service standards, strengthen client relationships, and contribute to long-term customer retention.

This credential confirms that the individual can:

- Analyze and resolve guest concerns with confidence and composure.
- Communicate clearly and empathetically in high-pressure service interactions.
- Evaluate the short- and long-term impact of recovery strategies on customer satisfaction and loyalty.
- Apply service recovery principles across diverse industries including hospitality, healthcare, government, retail, and professional services.

To earn the Customer Service Recovery badge, students must achieve a minimum of 8 points across all rubric categories, with performance rated as Competent or higher in each competency area.

Competency	Definition	Activities	Developing (1)	Competent (2)	Accomplished (3)
Communication	Demonstrate verbal and nonverbal communication skills with empathy and active listening	Service recovery assignment; role-play interactions; Module 7 case study	Provides a response but lacks clarity or empathy; inconsistent listening	Communicates clearly, shows empathy, and uses active listening effectively; adapts to most contexts	Adapts communication to diverse needs, demonstrates persuasive dialogue, and models respectful interaction
Critical Thinking	Apply recognized service recovery models (LEARN/HEART) to resolve guest concerns; Evaluate short- and long-term impacts	Module 7 case study analysis; quiz application questions	Identifies issues but offers limited or inappropriate solutions	Correctly applies frameworks to propose reasonable solutions; evaluates impacts	Anticipates needs, proposes innovative solutions, and justifies choices with logical and inclusive reasoning
Professionalism	Respond to complaints and challenging situations with composure and customer-first mindset	Service recovery assignment; in-class simulations	Responds inconsistently under stress; professionalism lapses evident	Maintains composure, uses respectful tone, meets organizational expectations	Models professionalism, inspires trust, de-escalates conflict effectively in all scenarios

Teamwork & Inclusion	Integrate emotional intelligence and situational awareness to promote positive guest experiences	Group project; collaborative case study discussions	Works individually, limited awareness of team or diverse perspectives	Collaborates with peers, respects diverse viewpoints, contributes reliably	Leverages team strengths, adapts to cultural/contextual differences, promotes inclusive practices
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The competencies validated by this badge are aligned with the [National Association of Colleges and Employers \(NACE\) Career Readiness Competencies](#). By mapping service recovery skills to Communication, Critical Thinking, Professionalism, and Teamwork/Equity & Inclusion, this digital badge ensures that students demonstrate workforce-recognized abilities that are transferable across industries and valued by employers.