**Q&A: J.D.**

**Discuss the Gap Model of Service Quality found on page 368 of your textbook. Discuss how you had a personal experience with a Service gap and how was the service gap Closed (or not closed)?**

My 2 examples most closely relate to Gap 5: Perceived Service by Customers versus Actual Customer Expectations of Service.

1. This example comes from a previous posting regarding service to my car. I had purchased a "higher end" car that required an oil change some months after my purchase. This was a brand I'd never driven before or had serviced, but I'd driven other kinds of cars and had past experience with those brands' service departments. Needless to say, my expectations were neither high nor low. My first experience at this particular "high end" brand service department blew me away. The customer service, the amenities offered to customers while they waited, the luxury level of car they provided you with for extended repairs, etc. were beyond anything I'd ever expected OR experienced. That experience alone and the ones after that convinced me that I'd be a consumer of that brand for life :)
2. My second example is an experience I had with my son's brand-new Bundleme. For those of you without kids, this invention is spectacular. It is basically a little sleeping bag that affixes to your child's car seat/carrier and keeps them cozy and warm in cold weather. Anyways, I'd only had the Bundleme in the carrier for a few days when the zipper came clean off the track! I was so shocked...and annoyed since it happened just as I was walking out the door to go to work. The next day I went to Babies R Us (where it was purchased from) and told them what happened and showed them my damaged product. To my surprise (since I didn't have my receipt AND it had been purchased months prior from my baby registry by someone else) they allowed me to exchange it for another Bundle me! My expectations had been low in regards to what BRU would be willing to do for me but I'd decided to take a chance and was pleasantly surprised!
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| **Please write a response to the initial reply above.**  **---------------------------------------------------------------------------------------------------------------------------------------**  **Q&A: S. J.**  **Discuss the Gap Model of Service Quality found on page 368 of your textbook. Discuss how you had a personal experience with a Service gap and how was the service gap Closed (or not closed)?**  I will use a real world example of an experience I had recently  The restaurant I went to has reputation for good service and makes a point of featuring it in the advertising. They also stress completing the customer service survey after your visit. I have received good service in the past and other people I know did too. So I expected good service. What I received was the total opposite. I did voice my concern in the customer survey and I received a personal apology from the manager with a gift certificate to come back.  This situation demo started a number of gaps as shown in the diagram. I think the most critical gap was service delivery - external communications which solved my gap between expected services vs. perceived service. It also showed that the gap between management and the people "in the trenches" was filled. |

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