

Expectations of customers and management- perceptions gap

[Business](#)



Expectations of Customers and Management-Perceptions Gap

We are going to discuss about a biscuit making organization. Some of the problems that the companies have undergone and the reasons they come up and finally, discuss how we can curb or finish the problem so that the organization can flourish in its business.

Expectations of customers and Management-Perceptions Gap

The Organization has limited upward communication. This has resulted in the problem of determining what their customers want. Other factors have contributed to an organization not knowing what the customer wants (India, 1968). These include management levels within one organization and lack of doing enough market research. Therefore, it is important for an organization to do enough research on what the customers expect and later implement according to the high demand in the market. The company should also practice the centralized kind of organization since it is easier to be implemented.

Management's Perceptions gap and Quality of goods Specifications Gap.

Meeting the correct expectations is usually an important task, but not good enough to achieve superior quality service. The performance standard is important for improving high service quality products (India, 1968). The biscuit organization seems not to meet customer expectation since they consider their expectations as unreasonable, the demands of customers are at times difficult to be predicted, and lastly, some organizations are inflexible in the way it operates.

Several factors have contributed to failure of meeting the service quality.

These are presence of inadequate management among the employees,

which reduces the service quality. Lack of standardization to extreme cases where hard and soft copies of technology are used to standardize the services. They work with much laxity since they have no target to meet in places where the organization fails to make goals. Lastly, is the perception of invisibility, such that managers do believe that the customers' needs can be met (India, 1968). All this should be changed so that the company would improve on its management and service delivery.

Quality services Stipulations and Service Delivery Gap

Some of the factors that have resulted in this gap include; the workers are not qualified, use of poor technology, ambiguous employees who always have conflicts among themselves and inappropriate supervisory control systems.

For efficient work, the goods not only should they meet the customers' expectations, but should also be backed with adequate and appropriate resources (India, 1968). The standard of good should be ensured to be effective this can be enhanced by ensuring that the employees are measured and compensated depending on the basis of their performance.

Management should also have standardized technological gadgets and qualified employees for them to meet their goals.

Outside Communications and Provision Delivery Gap.

Some of the factors that have contributed to this gap include; presence of inadequate communication among the people advertising and those in operation. Lack of proper communication among those operations and the sales people, the human resource and marketing departments (India, 1968).

The presence of too much propensity to overpromises and differences in the

policies and procedures across all the branches and departments involved. Communication is a key determiner of customers' expectations. Therefore, the biscuit company should ensure that there is an easy flow of communication among all the people involved that would better the company. Advertising of the company's product is also important since it raises curiosity and great expectations of the customers. This serves as the standard against which customers can assess the quality of the services. The gap is also helpful in reflecting an underlying breakdown in the coordination among the services and those in charge of promotion of the services to the customers (India, 1968). Therefore, it is important for individuals to understand the reality and the actual service deliveries to avoid exaggerations of promises.

References

India. (1968). Official statistics: sources of data and major gaps. New Delhi.