

Gaps model of service quality

Family



Soma Pandey 7 December 2005 Introduction Gaps Model of Service Quality
Case Study- ASDA Works Cited Introduction To start with the assignment I would like to simply define service:

Services are deeds, processes and performances.

(Zeithaml & Bitner pg 2)

Service operations are never as simple as this definition appears. Unlike products services are intangible and heterogeneous. It is perishable and produced and consumed simultaneously. It can not be stocked or stored. Any company to handle the challenges of services marketing uses service marketing triangle (pyramid), services marketing mix and the Gaps Model of Services. The Gap model of services has its focus on strategies and processes. It analyses all the possible gaps which can occur while delivering quality services. Reliability, responsiveness, assurance, empathy and tangibles are dimensions of service quality to the customer.

Gaps Model of Service Quality

The Gap Model has focus on all the important components of the service marketing; company, service provider, customer and external communication. It focuses on each component of the quality service operations. Service quality is determined by customer satisfaction. It is affected by various internal and external factors.

Gaps Model of Service Quality

Customer

Company

(Zeithaml & Bitner pg 26)

Gap 1: Company does not know what customer expects.

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No direct interaction with the consumers

Companies not proactively or willingly ask for their feedbacks or expectations.

Gap 2: Not selecting the right service design and standards.

Improper consumer research

Setting wrong quality standards for services

Lack of standardized service processes

Lack of process profiling

Lack of customer driven approach

Gap 3: Performance does not match with the promises.

Communication gap between service providers and company, unavailability of proper resources,

Lack of proper knowledge and information

Technical problems.

Lack of customer oriented approach.

Gap 4: Unclear external communication.

Lack of integrated approach to services marketing communication.

Over promising.

Inadequate communication between the operations, sales and marketing.

Gap 5: Customer gap

All the above on any of the above gaps can be reason for this gap, company does not know what consumer want, difference between the service expected and service delivered and other.

It depends on consumer perception and expectation.

Consumer expectation is influenced by market variables (price, place, promotions etc), servicescape and consumer previous experiences.

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Today's scenario companies are adopting several measures to ensure quality service. By service Blueprinting they are mapping all the process, roles of people involved and point of contacts within the organization and with the customer. By Quality Function deployment, all the processes and functions can be aligned with the customers' requirement at every stage.

Case Study

ASDA is subsidiary of WalMart group. It has 17 % of UK retail market share and it is the one of the biggest retail chain in UK. At June 2004 ASDA had 122, 000 employees.

Asda has been criticized for misleading advertising, using suppliers who are known to have illegal employment practices, ignoring planning regulations and destroying greenbelt land, lack of serious environmental policy and blatant green wash

(Corporate Watch Portal)

ASDA promises to deliver shopping as an experience. From last few months it has been in the news for its unfair employee treatment, external marketing stunts and as an irresponsible company. The gaps which are visible in ASDA are customer gap, Gap 4 and gap 3.

Works Cited

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