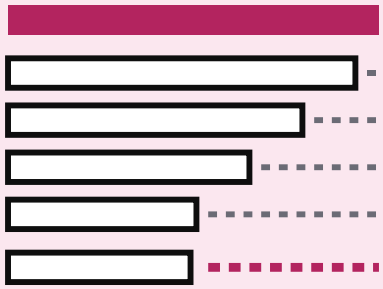
Model

Gaps model of service quality

A model that explains service quality as the distance between what customers expect and what they perceive, and looks inside the organization for where it arises.



In Spanish
Modelo de las brechas

Origin
Parasuraman, Zeithaml and Berry (1985)

What problem it addresses

Helps look for the cause of poor service within the organization, not only at the moment of service.

Components

Gap 1
What customers expect versus what management thinks they expect.

Gap 2
What management understands versus the service standards it sets.

Gap 3
The standards versus the service actually delivered.

Gap 4
The service delivered versus what is promised externally.

Gap 5
The expected service versus the one the customer perceives. This is the one they experience and judge.

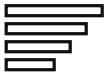
How it works

1



Customer expectations set the bar.

2



Four gaps appear when understanding, specifying, delivering and communicating the service.

3



The fifth is the one the customer experiences.

Applications in design

Use it like this

Combine it with a service blueprint to diagnose a service that falls short.

Avoid

Measuring only satisfaction without asking what the person expected.

Don't fall for it

A campaign that promises more than the service delivers opens gap 4.

Connections

Used in

- Customer experience design
- Service blueprint

Related to

- Service evidence
- Frontstage and backstage

Authors and works

1985	**A. Parasuraman, Valarie A. Zeithaml and Leonard L. Berry**	Proposed the model based on interviews with executives and focus groups with customers of four types of services.

Sources

Original sources

- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. Journal of Marketing, 49(4), 41–50. View source (https://doi.org/10.1177/002224298504900403)

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