Spot the Service Gap/Excellence

Step 1: Find a Review

The earbuds stopped connecting properly after just 2 weeks. Bluetooth keeps disconnecting randomly, and the sound cuts off during calls. I tried reaching customer support, but they only sent an automated email and didn't help me troubleshoot. I expected faster technical support from such a big brand.

Step 2: Review Summary

- **Business Name:** boAt Bluetooth Earbuds

- **Review Type:** Negative

Step 3: Analyze the Review

1. What made the customer happy or unhappy?

The customer was unhappy because of **technical issues with Bluetooth connectivity** and **poor technical support**.

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2. If the review was negative, what could the business have done better to exceed expectations and truly impress the customer?

The business could have:

a. Provided an **instant chat or call option** for quick troubleshooting.

b. Sent a **step-by-step technical fix guide** or short video to help the user solve the Bluetooth issue.

3. If the review was positive, what specific action by the company made it a great service experience?

[Identify what made the service stand out—was it personalization, quick problem-solving, or going the extra mile?]

N/A