



Spot the Service Gap/Excellence

Step 1: Find a Review

- Search for online customer reviews on platforms like **Google Reviews, Amazon, Zomato, airline/hotel booking sites.**
- Pick a review that **stands out**—either extremely positive or negative.

Step 2: Review Summary

- **Business Name:** [Enter Name]
- **Review Type:** Positive / Negative

Step 3: Analyze the Review

1. What made the customer happy or unhappy?

[Write what the review says about the experience—was it due to speed, quality, behavior, problem resolution, etc.?]

The product quality & delivery boy behavior. The only problem was the product packaging, so customer contacted to customer care & they resolve it by exchanging the problem, even though the product was non exchangeable.





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

[Suggest a **proactive, service-excellence-driven** solution that would have turned the situation around.]

The business would have assured the customer that they will improve their product packaging going forward. Additionally, if exchanging the product caused a delay, they could have compensated by offering an extra incentive to keep the customer satisfied..

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?]

That customer care solved issue immediately and gave satisfied answers to customer.





Example:

- **Business Name:** XYZ Airlines
- **Review Type:** Negative

1. What made the customer unhappy?

The refund took too long, and the customer had to keep following up instead of receiving proactive updates.

2. What could the business have done better to exceed expectations?

The airline could have:

- ✓ Processed the refund faster (within 7-10 days).
- ✓ Provided automatic updates via email/SMS instead of making the customer chase them.
- ✓ Offered a **future flight discount** or travel voucher as a goodwill gesture.

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

NA

