**STRATEGIC MARKETING**

**Learning Outcome 2: Activity 7**

**PAIRS ACTIVITY**

**SERVQUAL**

In pairs, imagine you are managing a service.

Write down the steps you’d take to perform well in a SERVQUAL analysis, ensuring you cover each element of the RATER index.

Then, describe what competitive advantage these steps would help your service achieve.

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| **Organisation:**  |
| **Steps you’d take to perform well in a SERVQUAL analysis** |
| **How does this lead to a competitive advantage?** |