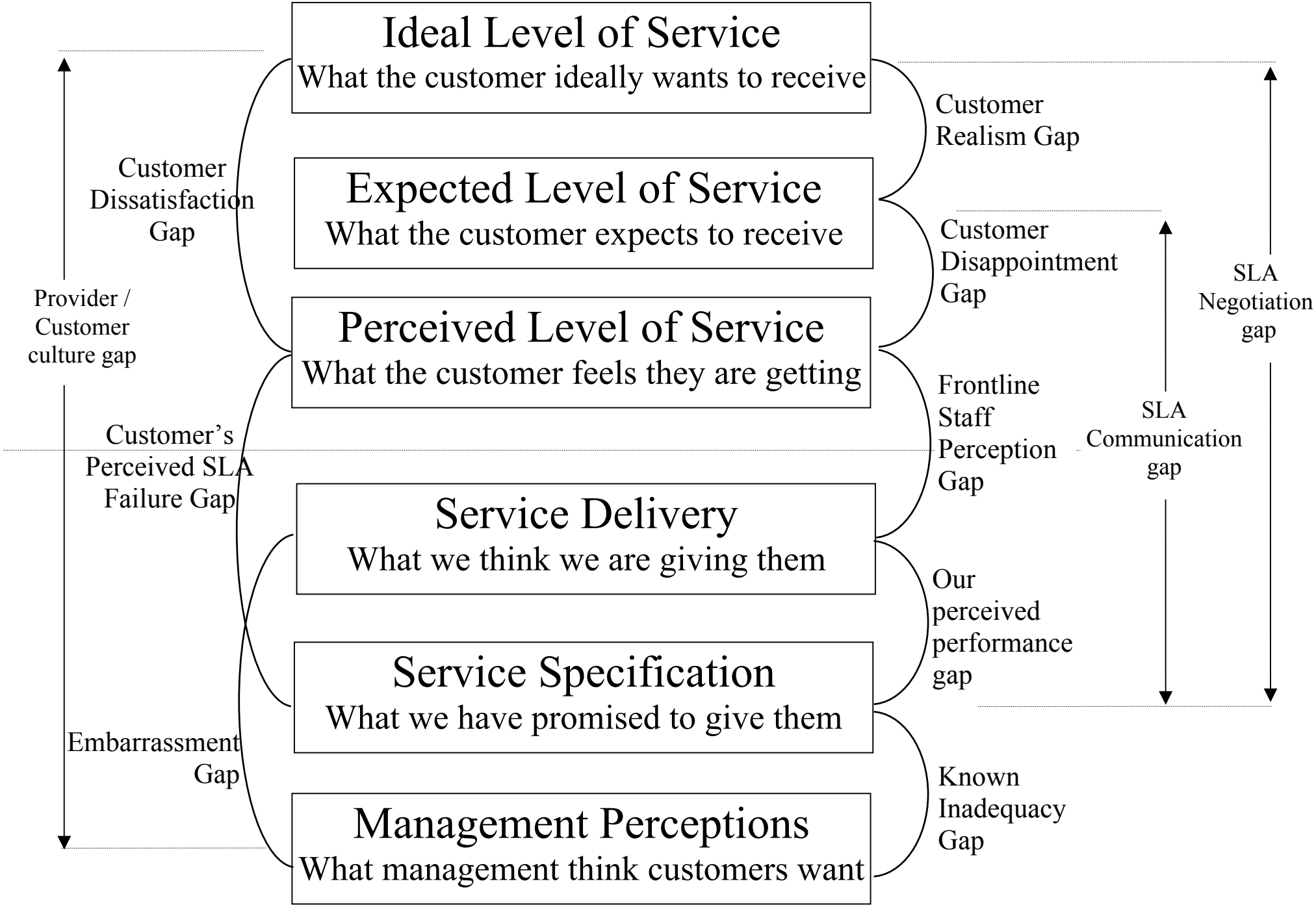
Ideal Level of Service
What the customer ideally wants to receive
Expected Level of Service
What the customer expects to receive
Perceived Level of Service
What the customer feels they are getting
Service Delivery
What we think we are giving them
Service Specification
What we have promised to give them
Management Perceptions
What management think customers want
Customer Dissatisfaction Gap
Provider / Customer culture gap
Customer's Perceived SLA Failure Gap
Embarrassment Gap
Customer Realism Gap
Customer Disappointment Gap
Frontline Staff Perception Gap
Our perceived performance gap
Known Inadequacy Gap
SLA Communication gap
SLA Negotiation gap