

# SERVQUAL Template

	Expectation Survey	Perception Survey	E	P	Gap
<b>Tangibility</b>	Excellent _____ will have modern looking equipment	"XYZ company" has modern looking equipment			
	The physical facilities at Excellent _____ will be visually appealing	"XYZ company"'s physical facilities are visually appealing			
	Employees at Excellent _____ will be neat appearing	ABC hotle's reception desk employees are neat appearing			
	Materials associated with the service (such as welcome, no smoking statements) will be visually appealing at an Excellent _____	Materials associated with the service (such as welcome, no smoking statements) are visually appealing at "XYZ company"			
<b>Reliability</b>	When Excellent _____ promise to do something by a certain time, they do	When "XYZ company" promises to do something by a certain time, it does so			
	When a customer has a problem, excellent _____ hotels will show a sincere interest in solving it	When you have a problem, "XYZ company" shows a sincere interest in solving it			
	Excellent _____ will perform the service right the first time	"XYZ company" performs the service right the first time			
	Excellent _____ will provide the service at the time they promise to do so	"XYZ company" provides its service at the time it promises to do so			
	Excellent _____ will insist on error free records	"XYZ company" insists on error free records			
<b>Responsiveness</b>	Employees of Excellent _____ will tell customers exactly when services will be performed	Employees in "XYZ company" tell you exactly when services will be performed			
	Employees of Excellent _____ will give prompt service to customers	Employees in "XYZ company" give you prompt service			
	Employees of Excellent _____ will always be willing to help customers	Employees in "XYZ company" are always willing to help you			
	Employees of Excellent _____ will never be too busy to respond to customers' requests	Employees in "XYZ company" are never too busy to respond to your request			
<b>Assurance</b>	The behavior of employees in Excellent _____ will instill confidence in customers	The behavior of employees in "XYZ company" instills confidence in you			
	Customers of Excellent _____ will feel safe in transactions	You feel safe in your transactions with "XYZ company"			
	Employees of Excellent _____ will be consistently courteous with customers	Employees in "XYZ company" area consistently courteous with you			
	Employees of Excellent _____ will have the knowledge to answer customers' questions	Employees in "XYZ company" have the knowledge to answer your questions			
<b>Empathy</b>	Excellent _____ will give customers individual attention	"XYZ company" gives you individual attention			
	Excellent _____ will have operating hours convenient to all their customers	"XYZ company" has operating hours convenient to all its customers			
	Excellent _____ have employees who give customers personal attention	"XYZ company" has employees who give you personal attention			
	Excellent _____ will have their customer's best interests at heart	"XYZ company" has your best interest at heart			
	The employees of excellent _____ will understand the specific needs of their customers	The employees of "XYZ company" understand your specific needs			
<b>Total</b>					

Please refer to the article on [SERVQUAL Questionnaire](https://www.managementweekly.com/2020/02/10/servqual-questionnaire/) on [Managementweekly.org](https://www.managementweekly.com/) to learn how to use this template. Survey adopted from Parasuraman et al, 1988