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International Journal of Service
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Later publications and a leading
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Bitner, and Gremler, 2009) have further elaborated on the gaps by delineating specific strategies for closing each of them. We will expand briefly on key strategies used to close each of the gaps.

2 The Customer Gap

The customer gap is the heart of the gaps model.

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recognise the vital role that services play in the economy and its future. The advanced economies of the world are now dominated by services, and virtually all companies view service as critical to retaining their customers today and in the future.

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