**Question 1**

**Service Expectations**

The purpose of this discussion is to show service examples of how one company did it wrong but also demonstrate how another got it right.

Service Quality

Recall the last time you had an unsatisfactory encounter with a service provider. Given the dimensions of service quality, exactly where were the negative gaps between expectations and the actual service? Next, contrast the unsatisfactory experience with a positive one.

**Question 2**

Technology service for your business

What would happen if you had a small tablet start-up business and you only had one person on call for service issues? How could you turn a negative product launch into a positive experience using social media? Any ideas?