

**Gujarat Technological University**

**School of Management Studies**

**(Accredited with A+ Grade by NAAC)**

**Report on “Expert Session on bridging the gaps: Comprehensive look at service quality”**

**Title of Event:** Bridging the Gaps: A Comprehensive Look at Service Quality

**Type of Event:** Expert Session

**Date:** 7th April 2025

**Time:** 9:30 AM onwards

**Venue:** GTU-SMS

**Description of the Event:**

An expert session on Bridging the Gaps: A Comprehensive Look at Service Quality was organized for BBA Semester 6 students to provide a thorough understanding of the key components that drive excellence in service delivery. Dr. Pratima Shukla, an accomplished speaker, led the session, sharing her expertise on the significance of enhancing service quality to meet and exceed customer expectations. The session began with an exploration of the principles and practices that contribute to outstanding service quality, emphasizing its role in building strong customer trust and satisfaction. Dr. Shukla highlighted various strategies, including gap analysis, performance measurement, and continuous improvement techniques, designed to bridge gaps in service delivery and ensure superior outcomes.

This interactive session encouraged students to engage in discussions and real-world applications, offering insights into the challenges and opportunities in achieving top-tier service quality. The thought-provoking experience left participants inspired and equipped with valuable knowledge to excel in their future endeavours.

**Name of Expert & Brief Speech:**

Dr. Pratima Shukla, an accomplished academician and industry expert in marketing and customer relationship management. With 16 years of experience, she holds an MBA in Marketing and a PhD in Management. Dr. Rajput has an extensive teaching portfolio at reputed institutions, including her current role as Associate Professor at SAL Institute of Management, Ahmedabad. Her expertise spans marketing, sales, and managerial communication, alongside significant contributions to research on customer loyalty and consumer behavior. She has also trained corporate professionals and conducted impactful workshops, making her a seasoned educator and practitioner in her field.

### Number of Participants:

A total of 6 students from the 6th semester BBA batch attended the session.

### Geotagged Photograph of the Event:



### Flyer of the Event:



### Feedback of the Event:

Students found Dr. Shukla's presentation style highly engaging, as she made complex service quality concepts accessible through practical examples. Her breakdown of gap analysis, performance measurement, and continuous improvement techniques helped students grasp the essential principles of service quality effectively. The open Q&A segment allowed participants to clarify doubts and bridge the gap between theoretical knowledge and real-world service scenarios. Overall, students appreciated the valuable insights on enhancing service quality, which boosted their confidence in applying these strategies in their future careers.

### Social Media Post:



### Event Coordinator:

Ms. Hetal Rathod

Assistant Professor, GTU-SMS

### Report Prepared by:

Jaimini Desai, Student, BBA Sem-5, GTU-SMS

### Report Edited by:

Ms. Hetal Rathod, Assistant Professor, GTU-SMS

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