

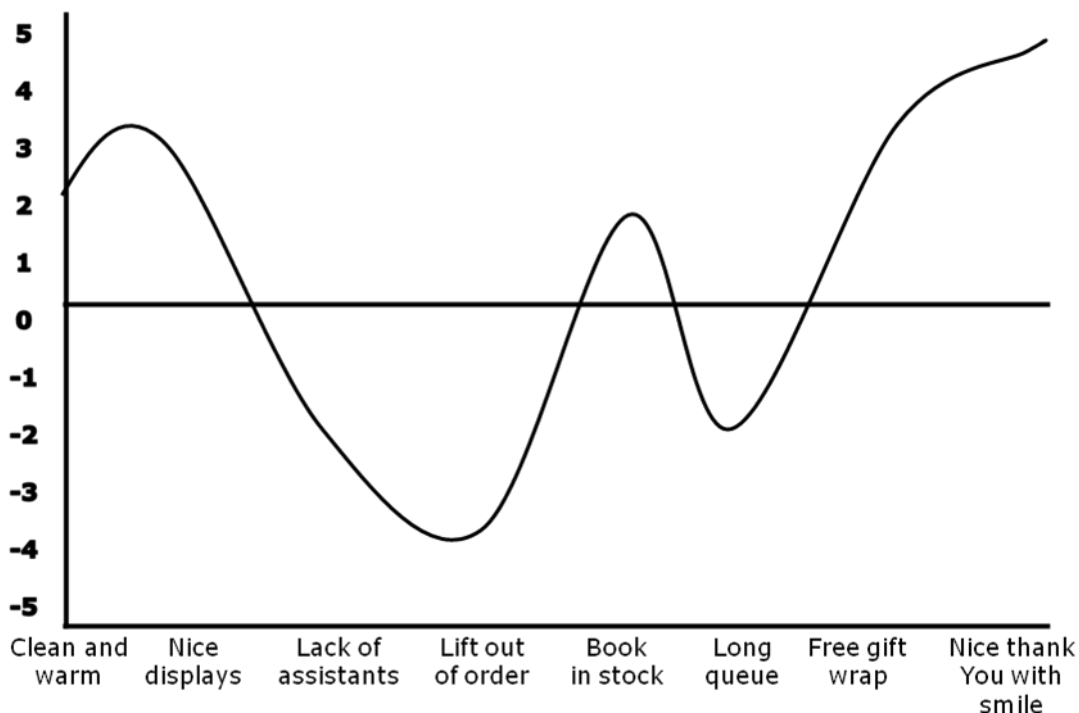
Customer Perspective Exercise Brief

Exercise

Think about the events that occurred during your customer service experience and then write them across the bottom of your handout in the order in which they occurred. You may need to use short phrases which are meaningful to you rather than sentences.

Then, place a small dot above each event on a level with the score you want to give it. When you have scored each event, join up all the dots to create one long line which moves across the page according to how the experience unfolded against your expectations.

An example is given below for guidance:



Customer Perspective Handout 1

In the space below outline a recent situation in which you were the customer making a purchase.

My experience:

Now, when you recall that occasion, what sort of impression do you have of the service you received, based on **your personal** expectations? Rate the service you received in the box below, using the following scale.

-5	-4	-3	-2	-1	0	1	2	3	4	5
Awful service that fell well short of expectations.			Acceptable service that lived up to expectations.			Excellent service that surpassed expectations.				

Rating:

Customer Perspective Handout 2

Analysis of my experience as a customer:

