



Learning from Holiday Shopping Experiences !

Regardless of our preferred holiday tradition, we are all out there fighting long lines and stressed people in the stores this holiday season. We can be frustrated by this or we can learn valuable customer service lessons to bring back to our own customer encounters. Take a few moments to print out this form and record your experiences as a consumer the next several weeks. After the holidays, we will provide an opportunity to discuss your observations with your fellow team members to see what we have learned!

'BAD' Service Interaction Observation

Type of Business:

Position of Employee Who I Encountered:

What left me unimpressed or upset: (Be specific)

How the employee could have improved the first impression left on me:

At least 3 adjectives you would use to describe the employee:

This encounter would negatively impact my willingness to use this business in the future: ____Y ____N

If you are a manager, please note below what you feel management could have done to avoid this negative impression being made on a customer:

'GOOD' Service Interaction Observation

Type of Business:

Position of Employee Who I Encountered:

What impressed me about this interaction: (Be specific)

How was this interaction different than others I have encountered with similar businesses previously:

At least 3 adjectives you would use to describe the employee:

This encounter would lead me to purchase added products/services from this business: ____Y ____N

If you are a manager, what role do you think management played in your positive first impression?

** If you shared either of these experiences on any form of social media or in conversation, note how below: