



Exercise:

1. Look at the venue list below and identify in your mind which you may have been a customer at in the last 30 days only. Feel free to add more under 'other'. Remember these are from your typical errands and day off activities.
2. For the venues that you did visit, place a check mark (✓) in one of the five (5) columns to the right, identifying how YOU would describe their service delivery.
3. Finally, in the shaded last column (to the right), share the emotions you felt from the service received; both positive and/or negative.

Venue	N/A (no interaction with staff)	Unremarkable Service (don't recall; nothing stands out)	Poor Service (staff just processed the transaction without saying hardly a word to me or were rude in some form)	Average Service (not bad; not great)	WOW Service (world class; amazing, superior, outstanding...)	How did the service make you feel? (ignored, unimportant, not appreciated, angry, welcomed, appreciated, happy, valued, important etc.)
Grocery Store						
Retail Store (clothing, sporting goods, hardware, electronics, liquor etc.)						
Dry Cleaner						
Bank						
Restaurant						
Public Transportation						
Other:						