

# Service Encounter

Journal Entry: \_\_\_\_\_

Your Name: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Date of Encounter: \_\_\_\_\_

Type of Service (industry): \_\_\_\_\_

Time Encounter Occurred: \_\_\_\_\_

What specific circumstances led to this encounter?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Exactly what did the firm/employee say or do?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How would you rate your level of satisfaction with this encounter? (Circle the most appropriate number.)

1                      2                      3                      4                      5                      6                      7  
extremely                      extremely  
dissatisfied                      satisfied

What exactly made you feel that way?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What could the employee/firm have done to make you happier with the encounter?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How likely is it that you will go back to this service firm?

1                      2                      3                      4                      5                      6                      7  
extremely                      extremely  
unlikely                      likely