

E. Video Clips in Class Discussions

DVD #	Illustration & (Publication Info)	Description	Concepts Illustrated
Old 1	<p><i>Chicago Hope Gas Station Scene</i> - Video Clip (3:27)</p> <p>also includes prior scene where he decides to quit and/or gets fired (2:02)</p>	<ul style="list-style-type: none"> • Dr. Aaron ??? (Adam Arkin) visits a gas station/convenience store at its grand opening and is forced to go inside to pay • While inside, he has an interesting interaction with the person at the Deli counter • From there he then has another interesting interaction with the clerk about the music playing in the background and makes the statement that “the customer is always right.” 	<ul style="list-style-type: none"> • Is the customer always right??
Old 1	<p><i>Pretty Woman</i>- Video Clip</p> <p>(1992 (or 1990?); ???; four clips about 1/3 of the way through the movie)</p>	<ul style="list-style-type: none"> • Working girl (Julia Roberts) enters a high society store in Hollywood and is basically told not to shop there • later she returns and tells them they could have had her business (and thus all of her subsequent sales) 	<ul style="list-style-type: none"> • focusing on the “correct” customer segment
Old 1	<p><i>Falling Down</i> - 2 Video Clips (4:40 and and 4:40)</p> <p>(1992; Warner Brothers; 2 clips about midway through the movie)</p>	<ul style="list-style-type: none"> • Michael Douglas enters a convenience store and suggests products are overpriced • Douglas enters a fast-food restaurant and orders breakfast 3 minutes after the firm stopped serving breakfast...leading him to state that “the customer is always right” 	<ul style="list-style-type: none"> • Is the customer always right?? • complaining customers
Old 1	<p><i>As Good as It Gets</i> - Video Clip</p> <p>(1997; Warner Brothers; 3 clips about midway through the movie)</p>	<ul style="list-style-type: none"> • An obnoxious customer (Jack Nicholson) chases off customers from his favorite table • Then, he makes a mean comment about a waitress’ sick child • Later he barges into his psychologist’s office and demands to be seen immediately • Finally he returns to the restaurant, only to be kicked out 	<ul style="list-style-type: none"> • Influence of other customers
Old 1	<p><i>Shouldice Hospital</i> - News Story (CBC?) (15:24)</p> <p>(1985)</p>	<ul style="list-style-type: none"> • Detailed description about an experience at the hospital 	<ul style="list-style-type: none"> • Service process • Customer’s role in service delivery • Service quality • Servicescape • Service encounters • ...and many more

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Old 1	<i>FedEx</i> Commercial (0:45)	<ul style="list-style-type: none"> • Steve the Crocodile Hunter is bitten by snake, but is not worried because an anti-venom has been sent by an overnight courier (not FedEx) 	<ul style="list-style-type: none"> • FedEx positions itself around reliability
Old 1	<i>Seinfeld</i> Car Reservation Scene - Video Clip (1:42)	<ul style="list-style-type: none"> • Jerry Seinfeld attempts to pick up a car he had reserved, but the car rental company did not reserve a car for him • woman goes behind glass door to “speak with her supervisor” 	<ul style="list-style-type: none"> • Poor service??
Old 1	<i>Mothers Camp</i> - News Story (4:30)	<ul style="list-style-type: none"> • Story about a camp for Moms, allowing them a chance to get away from their kids 	<ul style="list-style-type: none"> • People, Process, Physical Evidence
	<i>Wedding Planner</i> - Video Clip (3:15)	<ul style="list-style-type: none"> • begins with a wedding toast (that is assisted by Jennifer Lopez) • a potential (very wealthy) client comes with her parents to meet with the wedding planner and see how a wedding for her might be conceptualized • she shares a vision for an extravagant wedding 	<ul style="list-style-type: none"> • Assurance dimension of SQ

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A	<i>Castaway</i> - Video Clip (3:37)	<ul style="list-style-type: none"> Begins with a package being delivered in Russia (Tom Hanks sent to himself before he left from Memphis) Tom Hanks, a FedEx employee, explains the FedEx philosophy and the focus on being a speedy and reliable service provider (“we never lose sight of the time”) 	<ul style="list-style-type: none"> Reliability dimension of SQ
A	<i>Just Married</i> - Video Clip (3:50)	<ul style="list-style-type: none"> Young newlyweds attempt to plug an American plug into a French outlet They expected that there would be English signs (not just French signs) telling them what they could and could not do in the hotel Manager asks them to pay for damages; they refuse 	<ul style="list-style-type: none"> customer expectations
A	<i>Maid in Manhattan</i> - Video Clip (1:40)	<ul style="list-style-type: none"> Jennifer Lopez attempt to make a purchase at the hotel where she works as a maid the employee is very rude to her and basically ignores her at the counter (and even talks about her on the phone) 	<ul style="list-style-type: none"> spontaneity (negative)
A	<i>Clerks</i> - Video Clip (1:22)	<ul style="list-style-type: none"> Female customer asks clerk what he has heard about two movies at the movie store Clerk does not pay attention to customer, and then is fairly rude to her 	<ul style="list-style-type: none"> Customer Gap
A	<p><i>Five Easy Pieces</i> - Video Clip (1:36?)</p> <p>Begins right after the MetroCard commercial.</p> <p>Begin with the four customers sitting at the restaurant table. End just after the line, “Clever! I would have just punched her out.” (Spoken by the dark-haired girl in the car.)</p>	<ul style="list-style-type: none"> Jack Nicholson and three friends attempt to order items not exactly on the menu at a restaurant 	<ul style="list-style-type: none"> adaptability (or lack thereof)
A	<i>Air Combat USA</i> - News Story on Channel 10 (2:42)	<ul style="list-style-type: none"> Discusses the customer’s experience with AirCombat USA Report Len Clemens Cost of this service is \$695 	<ul style="list-style-type: none"> characteristics of Services 3 additional Ps of the Services Marketing Mix (People, Process, Physical Evidence)
A	<i>Giving Change (at beginning of tape of SNL Commercials)</i> (1:25)	<ul style="list-style-type: none"> commercial spoof of MetroBank, a bank who specializes in giving change 	<ul style="list-style-type: none"> customer satisfaction vs. service quality

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A	<i>Giving Change 2 (at middle of SNL Commercials) (1:05)</i>	<ul style="list-style-type: none"> commercial spoof of MetroBank, a bank who specializes in giving change 	<ul style="list-style-type: none"> customer satisfaction vs. service quality
A	<i>MetroCard (at end of tape of SNL Commercials)</i>	<ul style="list-style-type: none"> Rosann Barr plays a credit CSR and Phil Hartman a customer who loses his credit card 	<ul style="list-style-type: none"> empathy (or lack thereof)
A	<i>Father of the Bride - Video Clip (2:20)</i>	<ul style="list-style-type: none"> family is having dinner to discuss upcoming wedding plans 	<ul style="list-style-type: none"> physical evidence (wedding coordinator store, picture book of cakes) role of the customer in service delivery who is the customer here?
A	<i>Father of the Bride - Video Clip (7:28)</i>	<ul style="list-style-type: none"> Father (Steve Martin) and Mother (Diane Keaton) discuss hiring a wedding coordinator Father, Mother, and Daughter meet with wedding coordinator (Martin Short) 	<ul style="list-style-type: none"> physical evidence (wedding coordinator store, picture book of cakes) role of the customer in service delivery who is the customer here?
B	<i>Meet the Parents - Video Clip (9:05)</i> (2000; Universal Pictures; various clips throughout the movie)	<ul style="list-style-type: none"> Ben Stiller is planning on asking his girlfriend to marry him He puts the ring in his suitcase and it is "checked" when they attempt to board a plane The bag does not arrive at their destination He has a series of interactions with the airline, trying to track down the lost bag 	<ul style="list-style-type: none"> Service encounter cascade
B	<i>Tommy Boy - Video Clip (1:25)</i>	<ul style="list-style-type: none"> Chris Farley is attempting to convince a company to sell his brake pads they have a discussion on service guarantees 	<ul style="list-style-type: none"> service guarantees
B	<i>Jerry Maguire - Video Clip (2:14)</i>	<ul style="list-style-type: none"> Jerry Maguire (Tom Cruise) writes a mission statement that suggests focusing on customers ("the key to this business is personal relationships") 	<ul style="list-style-type: none"> relationship marketing
B	<i>Fast Times at Ridgemont High</i> (1982; Universal City Studios; clip is midway through the movie)	<ul style="list-style-type: none"> A customer approaches a fastfood counter and asks for his money back for what he calls a poor breakfast The employee (Judge Reinhold??) wants to do things by the book, and requests the customer fill out a form (which he cannot find) 	<ul style="list-style-type: none"> service guarantee employee empowerment

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B	<i>Fawlty Towers</i> - "Communications Problems" (clip is entitled "Mrs. Richards is Not a Happy Customer"...can be found on Internet this way) British Broadcasting Corporation (2002-2003)	<ul style="list-style-type: none"> Customer (Mrs. Richards) complains about the view from the room...the owner (employee) Basil is quite rude and sarcastic in interacting with the customer. 	<ul style="list-style-type: none"> employee-customer interaction example of what NOT to do in the event of service failure (not meeting expectations)
B	<i>Road Trip</i> - Video clip (1:48) (2000)	<ul style="list-style-type: none"> three college kids order breakfast, including on with no powdered sugar on waffle employee "fixes" the problem in a very gross, unethical, and rude manner 	
B	<i>Ghost World</i> (2:05) - on DVD (MGM 2001)	<ul style="list-style-type: none"> new employee at movie theater does not interact well with customers 	
B	Amtrak - ABC 13 news story (2:15) (2000?)	<ul style="list-style-type: none"> news story about "satisfaction guaranteed" will keep employees on their toes a new logo was also unveiled 	<ul style="list-style-type: none"> service guarantee ("satisfaction guaranteed")
C	<i>Heartbreaker</i> (2:10) (2001 - MGM)	<ul style="list-style-type: none"> Hotel scene, customer falls in order to get a free stay. In first segment, Sigourney Weaver's character trips her daughter (and then sprays water on the floor) at an expensive hotel in order to get a free room 	<ul style="list-style-type: none"> problem customers coping strategies service recovery
C	<i>Heartbreaker</i> (1:00) The second scene is at the table with mother and daughter talking. Start with the line, "Mom, I'm not that stupid." End after the line, "Perhaps a 69 Merlot." (2001 - MGM)	<ul style="list-style-type: none"> Restaurant scene, broken glass is used to get a free meal. "I'll get the check." That is, she breaks a piece of glass (from an ashtray) and puts it in her food in order to get a free meal (and bottle of wine). 	<ul style="list-style-type: none"> problem customers coping strategies service recovery

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C	<p><i>Planes, Trains, and Automobiles</i> (2:25)</p> <p>(1987)</p>	<ul style="list-style-type: none"> • Several customers are traveling on the bus together (in bus, customers are making out across aisle; young boy is running up and down the aisle—making noise and drawing attention to himself) • the behavior of others on the bus affects the customers' (Steve Martin and John Candy) experience—although somewhat differently from each person's perspective 	<ul style="list-style-type: none"> • Role of other customers in influencing the service experience.
C	<p><i>Vegas Vacation</i></p> <p>(1:25)</p> <p>Chapter 4 on DVD...2-3 minutes later, after driving through the streets of Las Vegas (with the daughter gets unstuck from the moon roof)...begin the clip as limo pulls into El Mirage hotel parking lot.</p> <p>End a couple of seconds after the line, "Good luck!"</p>	<ul style="list-style-type: none"> • Family is checking into hotel • Employee provides very confusing directions on how to get to hotel room. 	<ul style="list-style-type: none"> • Role of employee in service delivery • service encounters • unclear directions
C	<p><i>Ferris Bueller's Day Off</i> - video clip (2:00 ??)</p> <p>(1986)</p> <p>Start with Ferris looking at the guest book (Scene 6); end with Ferris & friends sitting in restaurant (stop when scene shifts to next scene)</p>	<ul style="list-style-type: none"> • Scene begins with Ferris Bueller looking at the guest book when the host is not looking in order to use a name to get a seat at an expensive restaurant. • The waiter eventually agrees to seat Ferris and his two friends...fearing that he is who he said he is. They end up with a great table. 	<p>Recovery/Adaptability Problem Customers Relationship Marketing</p>
C	<p><i>Big Daddy</i></p> <p>(0:50)</p> <p>(Columbia Pictures 1999)</p> <p>Start with Adam Sandler walking through the restaurant saying "Pardon me, sir. Hey, how you doin'?" End with "I thought that too" (conversation with homeless guy).</p>	<ul style="list-style-type: none"> • Adam Sandler and child go to a McDonald's restaurant and order breakfast. However, they show up a few minutes after McDonald's stopped serving breakfast. • The employee refuses to serve items off of the breakfast menu. 	<p>Poor Adaptability</p>

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C	<p><i>Wild Things</i> - video clip</p> <p>(1:13)</p> <p>(1998)</p> <p>Begin near end of Chapter 8 on DVD with the line, "You gonna need some help with this one, Sam. You gonna need an attorney." End with Bill Murray asking, "As in Sandra Van Ryan?"</p>	<ul style="list-style-type: none"> • Scene begins with a man indicating that he needs a lawyer. • He then drives up to a lawyer's office (next to a pawn shop) and goes inside to discuss the need for a lawyer to assist in charges brought against him....the atmosphere does not suggest a high-class law firm. 	Physical evidence - Servicescape perceptions.

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	<p><i>Daddy Day Care</i></p> <p>(2:00-3:00)</p> <p>(0:45)</p> <p>(2:00)</p> <p><i>(I do not have a copy of this.)</i></p>	<p><u>Scene 4: The Chapman Academy:</u> An upper-middle class couple visits a day care where they plan to enroll their 3-year-old son. The headmaster points out all of the schools' strengths while showing them the servicescape.</p> <p><u>Scene 6: Value Alternatives:</u> Approximately one minute long clip that shows three poor servicescapes, including a trailer park, the basement of a gypsy home, and a house that is just being raided by the police when they arrive.</p> <p><u>Scene 16: The Focus Group:</u> Eddie Murphy and colleagues conduct a focus group to see what their customers (preschool kids) want in a Day Care facility.</p>	<ul style="list-style-type: none"> • Influence of Servicescape on Customer Expectations and/or Perceptions • Role of the servicescape in influencing purchase decisions • Listening to Customers • Focus Group Research
	<p><i>Ghost Busters</i></p> <p>(1984)</p>	about 20 minutes into movie DVD would not work	Role of the servicescape in influencing purchase decisions
	<p><i>The Incredibles</i></p> <p>(2004)</p>	Bob hates his job of being in a cubicle all day and he is not supposed to help people. When he does help people, he has to do it secretly so he does not get fired. In particular, he helps one lady figure out how to beat the system and get a loan.	<p>Organization/role conflict of boundary spanning employee</p> <ul style="list-style-type: none"> • Lack of support systems • Bad corporate culture • Robotism • Service Employees

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	<p><i>Saturday Night Live: The Best of Will Ferrell, Vol. 2</i></p> <p>(2004) NBC studios</p>	<p>The scene starts off with Will Ferrell playing a doctor in his office talking on the phone to one of his patients. The secretary leads a couple in to his office and Will Ferrell still continues to talk.</p> <p>He finally gets off the phone and then calls the “supposed to be” familiar couple the wrong name twice. He furthermore tells the couple that he is upset because he had lost his child twice because he had been drinking.</p>	<ul style="list-style-type: none"> • Poor service quality • Lack of empathy • Lack of assurance • Poor reliability
	<p><i>Stuck on You</i></p> <p>(2004) Twentieth Century Fox Entertainment, Inc.</p>	<p>The characters go to a restaurant called Quickie Burger that has a sign on the door stating “If your order takes more than 3 minutes to arrive, your order is free.” The 6 guys sit down and order food, hoping to invoke the service to receive a free meal.</p> <p>The two cooks are stuck together and had a hard time cooking such a large order, but the food was on the table with only 3 seconds left.</p>	<p>Service Guarantee-example of a good guarantee</p> <ul style="list-style-type: none"> • Has all seven features of a good guarantee
	<p><i>Taxi</i></p> <p>(2004)</p> <p>(Scene 7??? 0:42-3:46 Starting with cab turning around corner just before customer beats on windshield????...ending with cabbie saying “I’m good”)</p>	<p>A taxi driver who drives a car which is not the average taxi size has to make modifications to her vehicle. A man gets in the car and offers her 100 dollars to make it to the airport in 15 minutes. She makes it on time!</p> <p>Movie clip is on a separate DVD with just this scene.</p>	<p>Customer Defined Service Standards Customer Expectations</p>
	<p><i>The Chappelle Show</i></p>	<p>Chappelle, a comedian, makes fun of a copying place using the name “Pop Copy” by showing horrible service.</p> <p>The clip also goes into showing a movie on what “Pop Copy” employer shows their new employees how to treat the customers, but ironically it is everything you should <i>not</i> do to customers.</p>	<p>Human Resource Management (Training)</p> <ul style="list-style-type: none"> • Lack of <u>all</u> service quality dimensions • Not realistic
	<p><i>Best in Show</i></p> <p>2000</p> <p>Need Two Scenes, Including Set Up Scene (located ???)</p> <p>Service Encounter Scene: 57:48-59:02</p>	<p>Character Meg’s dog lossed its prized toy “Busy Bee.” Her husband instructs her to find the toy so Meg heads back to the hotel and looks for a long time with no luck.</p> <p>Then, the hotel manager states that there is a toy store that carries the Busy Bee toy down stairs.</p>	<ul style="list-style-type: none"> • Customer’s Role in contributors to quality and satisfaction • (Good) service recovery • Good adaptability • Customer Gap #2 (Service Design and Standards) • Zone of Tolerance • Customer Satisfaction- service quality, situational factors, personal factors • Role of consumer emotions in the service encounter

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	<p><i>Home Alone</i></p> <p>(2004) Twentieth Century Fox Entertainment.</p>	<p>The mother of the boy who is accidentally left at home while the family goes on vacation calls the police department so that they are able to check on her house and her son (as she is trying to find a ride home).</p> <p>When she calls the police station they answer but do not really listen and then transfer her to someone else who then transfers to someone else.</p> <p>Finally she has to call the department back and she is REALLY unhappy for them not doing their job.</p>	<p>Service Quality Dimensions of Responsiveness and Empathy</p> <ul style="list-style-type: none"> • Narrow (small) Zone of Tolerance • Lack of empathy • Low responsiveness and assurance • Low adaptability • Bad service (employees)
	<p><i>Just Married</i></p> <p>(2003) Twentieth Century Fox Entertainment</p> <p>Plane ride to Europe (around Scene 8)</p>	<p>A just married couple is on their way to Europe for their honeymoon and many difficulties arise. First the stewardess gives them a hard time when they are trying to use the restroom while the seatbelt light is on.</p> <p>Then while arriving in Europe, the husband who is a big sports fan, is not able to get a paper with sport news, and then they receive their rental car (which is WAY too small). Furthermore when they get to the hotel there is no TV. They were very dissatisfied with their vacation.</p>	<p><u>On the Plane:</u></p> <ul style="list-style-type: none"> • 3P's-People (stewardess)] • Difficult Customers • Customer roles in quality and satisfaction <p><u>In the Car:</u></p> <ul style="list-style-type: none"> • Zone of Tolerance • Product Quality • Gap 2-Service Design and Standards • Customer satisfaction <p><u>In the Room:</u></p> <ul style="list-style-type: none"> • Gap 2- Service Design and Standards • Customer Satisfaction
	<p>Jewers Auto ... Behind the counter</p>	<p>The NAPA Auto Part Store provides a view on the managers outlook on customer service.</p>	<ul style="list-style-type: none"> • Person/Role Conflict-men do not want to ask a woman for help • Facilitators in role of servicescape? Boundary Spanners?
	<p><i>Miss Congeniality</i></p> <p>(2000)</p> <p>Warner Brothers Studios</p>	<p>The FBI agent acts as if an emergency is occurring—since the siren is blaring and her car lights are flashing. She stops just outside the store and goes into Starbucks coffee shop and cuts in line while showing her badge. All the customers are giving rude remarks and begin to complain.</p>	<p>Role of other (fellow) customers</p> <ul style="list-style-type: none"> • Difficult Customers...this one “cheats” and does not “follow the rules”
	<p><i>Father of the Bride</i></p> <p>(1991)</p> <p>(Chapter 10...a couple of minutes in as Steve Martin is in the store buying hot dogs and buns)</p>	<p>The father of the bride is asked to pick up food at the store. While he is at the store he is frustrated the hotdogs are sold in packages of eight while the buns are sold in packages of 12. To save money he opens a package and takes out only 8 buns.</p> <p>An employee approaches him and asks him what he is doing. He concludes that the owners of the bun company and the owners of the hot dog company are ripping of the American public. He ends up running away which results with him landing in jail.</p>	<p>Customer Complaint Behavior (Poor) Service Recovery</p> <p>Customer Expectations</p> <ul style="list-style-type: none"> • Situational and Personal factors • Small Zone of Tolerance • Unrealistic Customer expectations • Poor recovery

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	<i>Father of the Bride</i> (1991) (Chapter ???)	An outside wedding was the plan for the characters wedding and is ruined when it snow in their home town of Santa Monica, CA. They decided to bring outside heaters in, which did not work, and there is also a scene where the wedding planner is using a hair dryer to thaw the flowers. Everything works out in the end.	(Good) Service Recovery <ul style="list-style-type: none"> • High reliability, responsiveness (shoveling, hair drying) • Spontaneity-snow shovelling without being paid • Low Assurance-with his navy suit?
	<i>Joe Dirt</i>	Joe enters a store that only sells fireworks and snakes. Joe asks the owner why he does not sell other things. The owner states it is because that is all he likes. Joe responds with "It is not what you like...It is what the customer likes."	<ul style="list-style-type: none"> • Gap 1- Not knowing what customers expect
	<i>Seinfeld: The Chinese Restaurant</i>	A group of friends want to get some food before a movie. They go to a Chinese restaurant where they wait to be seated for a very long time while people who have come in after them get seated. They grow upset and end up not going to the movie.	<ul style="list-style-type: none"> • Other customers/employees can affect the experience • Eliminate future loyalty • Gap 3- Service Performance Gap • Zone of Tolerance • Lack of empathy • Low responsiveness
	<i>Dodgeball: The True Underdog Story</i> (2004) Twentieth Century Fox Entertainment	The owner of the Gym walks through the gym and discusses the gym's benefits, how to use the equipment, and other enmities. Everything that will satisfy the customer.	<ul style="list-style-type: none"> • 4 Components of Service Loyalty • Empathy • How "People" (Peter) are the reason for loyalty • Responsiveness • Assurance • Relationship Building/Marketing
	<i>Love Actually</i> (2004) Universal Studios Chapter 12	A man walks up to a jewelry counter and decides to buy a necklace for his mistress, not his wife (whom he is currently shopping with but has left him to visit another part of the store). The man begins to wrap the gift, but very slowly. The man at the counter becomes very nervous for fear that his wife might see him. He keeps insisting that the man wrap <i>faster</i> (before his wife returns). When he is finally finished wrapping the man puts it into his bag right before his wife walks over.	<ul style="list-style-type: none"> • Employees following service scripts Lack of adaptability • Situational and Personal Factors • Small Zone of Tolerance • Low adaptability • Delivery failure (slow service)

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	<p><i>Legally Blonde</i> (2001) Metro-Goldwyn-Mayer (MGM Inc.)</p>	<p>The character is working as an intern for her law professor. During a murder trial, their client, Brooke, has confided with the intern. She insists that the intern does not say anything to anyone. The professor finds out, and insists that she says something. She refuses.</p>	<p>Boundary Spanning Roles - particularly organization/client conflict –because Brooke did not want to see Callahan</p> <ul style="list-style-type: none"> • Emotional labor • Role conflict
	<p><i>Seinfeld: The soup nazi</i></p>	<p>The scene starts when a group of 3 friends go to the soup store that one friend is familiar with.</p> <p>The friend that is familiar with the store explains to his friends the <i>strict rules</i> you have to follow in order to get the soup. One of the friends disobeys the rules and the “soup Nazi” would not give him his soup. There is a big scene.</p>	<ul style="list-style-type: none"> • 3P’s-Process • No responsiveness • No empathy • No adaptability • Impact of poor service recovery • Poor recovery (when George asks for bread) • The role of the customer in the service delivery process • Service Scripts
	<p><i>Taxi (T.V. Show) - Episode ???</i> <i>(I do not have a copy of this.)</i></p>	<p>Reverend Jim decides to improve the quality of service he provides in his Taxi. He provides coffee, a tour of the city, and other amenities for his customers.</p>	