

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 dissatisfied						extremely 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 unlikely						extremely likely

Why?
