

## Sample Service Encounter Journal Entries

We all have a number of such encounters each week, including (but not limited to) restaurants, banks, airlines, dry cleaners, doctors, dentists, libraries, photographers, tutors, travel agencies, theaters, pest control agencies, phone companies, automotive mechanics, insurance companies, attorneys, accountants, and copy centers. Those doing this assignment are to keep a “journal” of your service encounter experiences. The purpose of the journal is to identify sources of customer satisfaction and dissatisfaction with services.

You are asked to complete 10 journal entry forms. Each entry will correspond to one service encounter that you have during the semester. Your journal may be written (if you have neat, clear, legible handwriting) or typed. (If you desire, you can use your favorite word processor to set up a file with the questions from the entry form. You can then enter descriptions of the service encounters as you experience them.) Be sure to *completely* answer the questions on the journal entry form. If you make copies of the form and need more room to answer the questions, you may write on the back of the entry form or attach a page to the form. Your inclusion of the important details of the service encounter will help you in writing your service encounter paper.

**The following pages include some examples of journal entries from past students.** These are not meant to be perfect examples, but are representative of the type of details that should be included in such entries.

Service Encounter

Journal Entry: 5

Your Name: **Brian B**\_\_\_\_\_

Name of Firm: **Columbus Blue Jackets**

Type of Service (industry): **Hockey**

Date of Encounter: **1/24/02**

Time of Encounter Occurred: **5:45**

What specific circumstances led to this encounter?

**I went home to go to the Blue Jackets game because we have season tickets. My dad was out of town for the week and he accidentally did not take the tickets out of his brief case. So the tickets were in Boston. So I decided to go to the game early to try and see if there was anything that could be done.**

Exactly what did the firm/employee say or do?

**I went to the Blue Jackets Ticket Office inside Nationwide Arena. They explained to me that I needed to have the ticket serial #. They said if I came up with that they would let me in unless someone with the real tickets showed up. They said they needed to take a copy of my license. I could not get ahold of my dad so they asked me some questions about him and they looked it up in the computer. They eventually let me go into the game and they gave me a coupon for 30% off the blueline store for my troubles, along with a t-shirt and a hat. During the second period they came up to the seats to make sure I had no problems getting in.**

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

1	2	3	4	5	6	<input checked="" type="checkbox"/> 7
extremely dissatisfied						extremely satisfied

What exactly made you feel that way?

**It was really my fault and they made me feel like they were the ones who messed up. They were very understanding and tried very hard to accommodate me with my problem. They even took the time to follow up with me to make sure I was satisfied with their service. I was very impressed with the quality of service they provided.**

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

**They could have made the process go a little quicker and they could have just looked at the computer instead of trying to make me reach him first (my dad).**

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

1	2	3	4	5	6	<input checked="" type="checkbox"/> 7
extremely unlikely						extremely likely

Service Encounter

Journal Entry: 2

Your Name: Michael D \_\_\_\_\_

Name of Firm: Valvoline

Type of Service (industry): Oil Change

Date of Encounter: 1/22/2002

Time of Encounter Occurred: 9:30 a.m.

What specific circumstances led to this encounter?

I needed an oil change, and I had always used Valvoline. This day I was working with a limited budget, and just wanted a simple oil change.

Exactly what did the firm/employee say or do?

I told the oil change expert that I only had \$30 to work with. All I wanted was a simple oil change. I didn't need a new air filter or that expensive synthetic oil. Surprisingly, he still tried to get me to purchase other items. I again stated that I only had \$30. When all was said and done my bill came to \$68. I asked how that could be, and he told me that the synthetic oil costs more. I again stated that I only had \$30, and that I had told them not to use the synthetic oil. He told me rather rudely that I still had to pay for it. So, I had to leave them my ID, and I had to borrow the money from my roommate. I really hate borrowing money, and I let the oil change "expert" know exactly how much I hated this experience.

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?

I was really angry that no one had listened to me. I had stated several times that I was on a budget. Then, the fact that it was their mistake I received the wrong oil, didn't help me understand why I had to pay for it. Overall it was a terrible experience that I wouldn't wish on my worst enemy. I will never go back there again.

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

They should have charged me a reduced rate because of their mistake. I feel that I was cheated, or forced into something that I didn't want. This makes me feel that Valvoline is shady, and that they are just out to make a profit. My desired service would have been a free oil change, either now or the next visit. That obviously was not going to happen.

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

1 2 3 4 5 6 7
extremely extremely
unlikely likely





Service Encounter

Journal Entry: 6

Your Name: Seth R \_\_\_\_\_

Name of Firm: Flower Shop

Type of Service (industry): Supplier

Date of Encounter: February 7<sup>th</sup> and 14<sup>th</sup>, 2002

Time of Encounter Occurred: 11:00 a.m.

What specific circumstances led to this encounter?

Well what led to this encounter was the fact that it was that time of year when it was Valentine's Day. So seeing as how I had certain special someone I wanted to get her some flowers, a dozen roses to be exact. I went to the flower shop in Bowling Green that was closest to my apartment and in fact the only one I know of in Bowling Green. I went in and ordered the roses and told them when I would be picking them up and how I wanted them. Then I paid and then went back on the 14<sup>th</sup> to pick them up. Both times they were very polite and catered to my needs because I needed 11 of them wrapped together and one separately wrapped.

Exactly what did the firm/employee say or do?

When I walked in they immediately said "hi" and asked what they could do for me both times I was there. While I was placing the order I had to make sure that the roses would last for a while out of water so I asked them and they told me what to do and then the lady asked me how far I was going and where, so I told her. She was very nice and thought what I was doing was very sweet and commented if a buy did that for her she would be very excited. Then once everything was done as I was leaving they said have a nice day and safe trip.

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?

The service they provided was very good in the respect that they catered to my needs and how I wanted the flowers to be. Also, they cared enough to ask what I was doing for the girl I was getting the flowers for and how to make sure they would last for that long of a trip. Also, I had to go in another time to change the day I was going to pick them up because during the week I changed which day I was going down to Tennessee, and they accommodated that change very well. Then when I came to pick up the roses they were fresh and arranged right in front of me so I could see if I liked the way they were doing it.

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

I think what all the ladies at the flower shop did for me was very well done and that the only thing that really could have been done better would have been to have the flowers already prepared by the time I got there to pick them up. They might want to have a service where they do not charge for delivery of the flowers however they would have been delivered to me so there was not any point of that in this case.

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

1 2 3 4 5 6 7  
extremely extremely  
unlikely likely