

## Service Encounter

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

Your Name: S [redacted] S [redacted]  
Name of Firm: Dick's Last Resort  
Date of Encounter: 1/19/07

Type of Service (industry): Food/Restaurant  
Time Encounter Occurred: 7:00

### What specific circumstances led to this encounter?

It was my Birthday and I went home to Cleveland to be with my family. Since I was the birthday girl I got to pick where we all went out to eat that night. I picked Dick's Last Resort in downtown Cleveland. If you have never been there it is like a sports bar. However, the employees are trained to be overly rude and obnoxious while serving customers.

### Exactly what did the firm/employee say or do?

When we first walked in a server looked at us then walked away. A couple minutes later he returned and asked, "Why are you all just standing here looking stupid? We aren't gonna bring you food at the door!", and turned around and walked back into the kitchen. My family and I then walked to a table and sat down. A few minutes later our server came up to the table. Instead of a nice friendly greeting she yelled, "What the hell do you want to drink?". Apparently, we were not fast enough deciding on our drinks, because she did not wait for us tell her what we wanted she just walked a way from the table. A few minutes went by and she returned with a white had made out of paper. She walked over to my little sister, who is 18, and placed it on her head. On the hat was written "I stuff my bra". We all started laughing then she asked, "are you done fooling around? What do you want to drink?". This time we were fast and she got all our drink orders. She came back with our drinks and took our food order. I tried to take a drink of my pop and realized nothing was coming out of the straw, when I took it out of the cup I saw that someone had tied a knot at the end. Our food was brought out and we noticed that there were no napkins on the table, because our server did not ask if we needed anything else when she dropped off our food we had to flag her down. When she got to our table she yelled, "What the heck to do you want I already brought you your food?". To which my Dad replied, "We need some napkins". Then she yelled back, "that's what your pants are for", and walked away. She did return with a balled up wad of napkins and threw them at our table. When we were done eating no one came to clean up our plates. Our server came back to the table, put the check on the table and yelled, "someone pay for this and get the hell out of here!" We paid for our food and left, no goodbyes, no thank yous.

### 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 unique selling position of this restaurant is that they do everything opposite from normal customer service at other restaurants. We went there expecting them to be rude to us. They made us laugh and fulfilled our expectations of the service. And the important thing was the food was really good. The employees are trained to be rude but at the same time they know they cannot default on the basic service functions like reliability.

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

I thought they did a great job of being rude. I think that maybe when customers first walk into the restaurant there should be some type of process put into place so that they know what to do. Maybe a sign or something that says to seat yourself at a table. We were just a little confused on what we were supposed to do. Then again, maybe that is what they want.

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

1                      2                      3                      4                      5                      6                      7  
extremely                      extremely  
unlikely                      likely

### Why?

It was a very unique experience. No other establishment has this backward way of serving customers. It is funny that they can actually get customers to come in and pay to get treated like that. It would be interesting to see how the employees would react to a customer that expected normal restaurant service.