

# Customer Perspective Handout 1

In the space below outline a recent situation in which you were the customer making a purchase.

My experience:

Now, when you recall that occasion, what sort of impression do you have of the service you received, based on **your personal** expectations? Rate the service you received in the box below, using the following scale.

-5	-4	-3	-2	-1	0	1	2	3	4	5
Awful service that fell well short of expectations.			Acceptable service that lived up to expectations.			Excellent service that surpassed expectations.				

Rating: