

Awesome Customer Service¹

Touchpoints

What happened?	What was the customer impression?
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¹ Rob Leeds and Eric Barrett, Ohio State University Extension
More information and handouts available at - go.osu.edu/awesomeness

Analyze Your Stereotype

Stereotype of Operation	Customer Impressions
Stereotype of Operators	Customer Impressions



Analyze: Negative Experience

Service Provider	How You Were Treated	How You Felt



Analyze: Positive Experience

Service Provider	How You Were Treated	How You Felt



Notes for My Business



Goals/Tasks for me and my staff

