

# 180 Thinking Exercise – Daily Life Scenario

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Think of a personal situation in your daily life where:

- You were a customer or recipient of a service, and
- You experienced frustration or less than full satisfaction

Briefly jot down your answers to the following:

1. What was the experience you had, and what were your feelings about that experience?
2. What were the events or behaviors that created that experience?
3. Define the <i>ideal</i> experience that you would like to have had.
4. Describe the events or behaviors that would need to happen to give you that experience.

# 180 Thinking Exercise – Your Company

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Think of a work-related situation where one of your company's customers raised an issue or expressed dissatisfaction with the services delivered.

Briefly jot down your answers to the following:

1. How was the situation described to you?	
Facts of the Situation	Customer's Feelings
2. Describe the experience and outcomes that the customer <i>ideally</i> would like to have had.	
3. Define the behaviors or events that would need to happen to create that experience for the customer.	
4. Describe the processes, procedures or systems that would need to be in place to give the customer that experience.	