

Perceptions of Culture

Think about a service or retail establishment you frequent (for example, restaurant, bookstore, laundry, department store, library, gas station, convenience store) and then answer the following questions.

1. As a customer, how do you perceive the service culture of that establishment?

2. What are some indicators leading to your perception?

3. If you were in charge of the organization, what would you do to improve service? Keep these ideas for improvement in mind and, if possible, implement them in your own customer service job.
