



# Exceeding Expectations

We'll all make errors. How we go about fixing the error is what sets our business apart from the competition. While other businesses MEET or even FAIL to meet their customers' expectations, we strive to EXCEED them.

**Imagine yourself in these situations below as the customer. What would you want the business to do to 'make it right'? What could the business do to exceed your expectations, to above and beyond, and leave you with a WOW impression that knocks your socks off? Trouble shoot two errors from your own business for fun!**

1. The coffee shop got your order wrong and you don't have time to wait.

Meets My Expectation

Exceeds My Expectation

2. You have tickets but all the seats in the movie theater are taken.

Meets My Expectation

Exceeds My Expectation

3. It's your 20<sup>th</sup> anniversary and the restaurant gave your reserved table to another couple. You get seated at the bar.

Meets My Expectation

Exceeds My Expectation

4. You ordered a vase for your mother's 75<sup>th</sup> birthday and it arrived missing pieces. There's no time to get a replacement delivered.

Meets My Expectation

Exceeds My Expectation