

# Transactions → Experiences

## The Experience Continuum

EVENT

BAD SERVICE

GOOD SERVICE

HOSPITALITY



Bringing meals to a table

One meal is forgotten, meals given to wrong people, server's hands are dirty

Getting the right food to the right table at the right time

Attentive service plus server overhears table asking each other about how something was made...so server has the chef come out to explain it.

	EVENT	BAD SERVICE	GOOD SERVICE	HOSPITALITY
Prepare	Client contacted to schedule fieldwork			
Execute	client receives request for information			
Deliver	We present to the board or city council			
Listen	Client emails us with a question			

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Prepare	Client contacted to schedule fieldwork	Client is told when we will be on-site – no options.	Client receives an email that presents several options for fieldwork dates and allows them to suggest a date	Client receives call to discuss fieldwork dates, explains what to expect during fieldwork and makes a suggestion based on previous years factors
Execute	Client receives request for information	Email sent to person who no longer works there, portions of instructions are missing	Email clearly outlines what is needed and provides links to example of the files, offer extended to call to discuss	Phone call prior to email has checklist and links to examples + copies of previous years files. Follow-up call to clarify. Request sent to multiple people based on who provided info last year.
Deliver	We present to the board or city council	Presenter arrives late. Digital file not compatible with presentation system	Presenter confirms attendance 1 week prior, arrives on-time, includes special items requested the previous year	Presenter goes through presentation with finance manager before and answers questions; stay after the meeting to help finance manager field questions
Listen	Client emails us with a question	No acknowledgment or response until client sends a follow-up message.	Email acknowledged within 1 business day. Timeline given for full answer. Answer provided and explanation in lay-person's language included.	Email responded to within same business day, follow-up text to offer to discuss via phone, email response asks about client's recent vacation and asks for update on previous question.