

Service Encounters

Step 1 – Brainstorming

Service encounters are transactional encounters in which one person (e.g., a travel agent) provides a service or goods to another (e.g., airline tickets and itinerary).

Can you think of all the places you participate in service encounters?

Step 2 - Observe

Pick three of the contexts above and head out to your community to observe at least three different service encounters. Take notes on each by completing the chart below.

Service Encounter 1	
Place (Where?)	
Participants (Who?)	
Opening: How do the participants start the conversation? When do they move into the transactional phase?	
Transaction: How are service or good negotiated? Is there back and forth? Is the transaction short or long?	
Closing: How does the service encounter end? What is the importance of this closing?	

Service Encounter 2	
Place (Where?)	
Participants (Who?)	
Opening: How do the participants start the conversation? When do they move into the transactional phase?	
Transaction: How are service or good negotiated? Is there back and forth? Is the transaction short or long?	
Closing: How does the service encounter end? What is the importance of this closing?	

Service Encounter 3	
Place (Where?)	
Participants (Who?)	
Opening: How do the participants start the conversation? When do they move into the transactional phase?	
Transaction: How are service or good negotiated? Is there back and forth? Is the transaction short or long?	
Closing: How does the service encounter end? What is the importance of this closing?	

Step 3 – Participate

Now, record three of your own interactions and compare them to what you observed.