# Formative Exercise 3A

# Moments of Truth

## Instructions:

Brainstorm the moments of truth – both magic and misery, that could be experienced by a customer. Think of as many as possible under each heading – at least four.

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| **Dimension** | **Moment of Magic** | **Moment of Misery** |
| **Tangibles** |  |  |
| **Empathy** |  |  |
| **Reliability** |  |  |
| **Responsiveness** |  |  |
| **Assurance** |  |  |

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| **First Attempt** | | **Second Attempt** | | **Third Attempt** | |
| Competent | Not Yet Competent | Competent | Not Yet Competent | Competent | Not Yet Competent |
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