

Example:

Date: September 1, 2006

Time: 8:00 pm

Location: Fujia Japanese Restaurant

Experience: Positive

Lessons: Process, responsiveness, people

Situation:

Earlier this evening my boyfriend and I joined two of our friends for dinner. At their request we met them at Fujia, a Japanese restaurant across town. It was approximately eight o'clock so the restaurant was quite busy. Despite the high occupancy, the hostess was able to seat our party immediately. After sitting down we were greeted by an elderly woman, dressed in traditional Japanese attire. Although her English wasn't perfect, she succeeded at presenting the menu items. Another waiter brought water to everyone at the table while our waitress explained our options and took down our orders. Both were friendly and enthusiastic to serve our needs.

We only waited fifteen minutes for our food, at which point the waitress refilled our drinks and made sure everyone was satisfied with their meal. Dinner was excellent and the service was terrific. Satisfied and full, we ended the evening very pleased with our restaurant experience.

Analysis:

Fujia demonstrated **process**, the actual procedures, mechanisms, and flow of activities by which the service is delivered. Employees at Fujia worked together to serve customers in a timely manner. Developing processes helps the employees be more responsive in serving customers. **Responsiveness** is the willingness to help customers and to provide prompt service. Drinks and food were delivered without having to endure long waiting times.

Waitstaff participated and interacted with diners to make their experience memorable. The restaurant incorporates the idea that **employees are actors**, humans who use their acting skills to deliver a service and influence the buyer's perception. Waitstaff dressed in traditional Japanese attire, and provided the customer with an opportunity to explore Japan, if only in their imagination.

My experience at Fujia was pleasant and enjoyable. The restaurant was successful in providing a relaxing atmosphere, and friendly waitstaff. Future diners can expect to be given prompt service and individual attention.