

Date: October 27

Place: ChaCho's

Time: 2:00pm

Experience: Negative

Who: Window Worker

Lessons: Expanded mix for service, people, process, physical evidence, adequate service

Description: Today I went to the ChaCho's drive-thru and ordered a small Dr. Pepper and a guacamole salad. I was really hungry and slightly dehydrated so when I received my drink I drank it right away. To my surprise the lady in the drive-through window had handed me a Diet Coke. I do not like Diet Coke and my experience was made worse because I was not expecting it. I told the lady about the mix-up and she gave me a Dr. Pepper. Then I got my food and made sure that they had given me hot sauce, as I had asked. I was happy to see that they did; however, they had forgotten to give me a fork. I was so upset and hungry. This may not seem like much but I was already in a bad mood from the drink mix-up and just wanted to eat my salad. I did not go back and complain because I happened to have a fork in my car and just wanted to eat my salad.

Analysis: Using the **expanded mix for service** which includes *people, physical evidence, and process*, it is clear that ChaCho's could use improvement in every aspect. When it comes to the issue of people, ChaCho's could train and make sure that their employees know how to interact with customers. When dealing with the employee at ChaCho's I received **adequate service**, *level of service that a customer will tolerate*. The employee asked me all the right questions and wasn't rude, but just couldn't seem to get my order right.

As far as the **physical evidence**, (*the tangible components that facilitate performance or communication of the service*) I was going through the drive-through so I didn't see the inside, but I did notice that the employee's uniform was dirty and their trash was right outside the drive-through window. Also, my missing fork and napkins would be an example of the lack of physical evidence.

The overall **process** which is the *actual procedures, mechanism, and flow of activities by which the service is delivered*, of this experience was adequate as well. To improve ChaCho's the waiter could have gotten my drink order right the first time and they could have made sure that I had utensils in my bag. You get what you pay for and the meal was not that expensive so I didn't waste time complaining. I also knew that my mood was on edge because I was hungry and didn't want to make a bigger scene than was necessary.