

Your Perceptions

Take time to reflect on the factors you read about related to societal factors affecting customer service and what they mean to customers. Answer these questions.

1. *In what ways have you observed customers becoming more educated in recent years?* _____

2. *Has the trend by organizations to provide a wider variety of services and products by more varied means affected your life? If so, in what ways?* _____

3. *Have you witnessed an impact of more women and people of color entering the workforce? If so, how?* _____

4. *In what ways have you benefited from services resulting from technological improvements?* _____

5. *What services do you use that regularly save time for other activities?* _____

6. *In what industries have you seen service personnel added during the past five years? What roles are these employees playing?* _____

7. *What examples of breakdowns in service have you heard about or experienced in your own geographic area that have led to the development or expansion of new industries or companies?* _____

8. *How many major purchases have you or your family made in the past five years of goods manufactured in the United States? Goods manufactured overseas?* _____
