**Customer Service Expectations and Experiences**

Wal-Mart & Target

1. Identify eight to twelve general aspects of Wal-Mart & Target to assess, like:
* Signage and postings: What are the signs, postings, or messages you see in Wal-Mart and Target shops? Are they effective?
* Cleanliness: Is the environment clean? Are the employees clean?
* Dress: Were employees appropriately attired? Do the employees wear identification tags? Do employees and management dress differently?
* Diversity & culture: What aspects of diversity and culture are important to Wal-Mart & Target? Do the ages of the employees make a difference?
* Interaction: Are the employees polite and considerate? Are they introducing themselves?
* Time: Is the customer time valued by the employees or business?
1. Why the general aspects you have focused on are important. Consider visiting a Wal-Mart and Target webpage for information related to their corporate value and images.
2. Identify the most important elements between Wal-Mart and Target. What did you like? What did you not like? What would you do differently as an employee or manager?

500 words of notes.