



Please read each domain. With your group, assign a weight of importance to each domain. The total weight must equal 100.

Domain	Weight
Reliability: Ability to perform the promised service dependably and accurately.	
Responsiveness: Willingness to help customers and provide prompt service.	
Assurance: (including competence, courtesy, credibility and security). Knowledge and courtesy of employees and their ability to inspire trust and confidence.	
Empathy: (including access, communication, understanding the customer). Caring and individualized attention that the firm provides to its customers.	
Tangibles: Physical facilities, equipment and appearance of personnel.	
Total	