



# Client Expectations

**Instructor Certification**

**Service Quality Department**

**Instructor Services Division**



**Contents**

Introduction	3
Japanese Culture	3
Implicit Communication	3
High Context Culture	4
Context Case Studies	4
Saving Face	4
Customer Service	4
Satisfied vs. Loyal	4
Service Triangle	5

## Introduction

How much do you know about what Gaba's clients expect from your lessons?

What resources do clients have available to voice their opinions to Gaba?

## Japanese Culture

What do these terms relate to?

- Uchi
- Soto
- Honne
- Tatemae

## Implicit Communication

What does "implicit communication" mean?

How could this affect our lessons?

How can we adapt to these aspects of Japanese culture in our lessons?

## High Context Culture

What is the difference between a high and low context culture?

## Context Case Studies

1. Why is the Japanese employee having trouble?
2. Why is the American manager struggling to get their request?

## Saving Face

What do we mean by “face”?

How can we help clients ‘save face’ in a lesson?

## Customer Service

What was your worst customer service experience?

What was your best customer service experience?

What are the common themes of these experiences?

## Satisfied vs. Loyal

What is a ‘satisfied’ customer?

What is a ‘loyal’ customer?

# Service Triangle





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