

Your Customer Service Culture

1. Define and create YOUR Customer Service Experience

What 3 words do you want your customers to say about their experience with you?

Clean	Comfy	Stimulating	Orderly	Simple
Bright	Peaceful	Surprising	Convenient	Fast
Colorful	Quiet	Unusual	Welcoming	Private
Beautiful	Restful	Funny	Trustworthy	Secure
Homey	Relaxing	Creative	Customized	Elegant

Others?

2. Select Employees/ Volunteers who can provide YOUR Experience

Hire/ recruit people who can carry out the behaviors necessary for your customers to experience this service.

3. Train Employee/ Volunteer Behavior to ensure your Experience

4. Be Accountable

- ♦ Coach behaviors necessary to provide this experience
- ♦ Recognize & reward those who carry out these behaviors well.

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