WHAT IS YOUR CUSTOMER SERVICE PHILOSOPHY?

Good customer service is easy to recognize, but often difficult to deliver consistently. As customers, your staff intuitively knows how to define excellent customer service: what *we* expect as customers. But frequently when these capable and creative people take on the role of providing service to *your* customer, their actions are inconsistent with priorities and your organization's service philosophy—if you have one.

Effective customer service improvement programs will assist your organization with the training and development of the staff—so they will excel at service delivery *consistently, with every customer.*

Before you begin customer service improvement steps, take time to define the service philosophy of your organization. Your philosophy will then be reflected in all sessions on service excellence. This will link the newly learned skills with the daily life of your organization's culture.

The questions below will help you formulate your service philosophy:

1. What is our definition of exceptional service?

2. What benefits do we stand to gain from improved service?

3. How would improved service affect the organization as a whole?

4. What can we do to make the customer feel he/she is the most important thing for our company?

5. What is our service quality right now? How do we set a baseline?

6. How can we make sure we understand the customer's needs?

7. How can we test and measure service performance? What do we do with the results obtained?

8. How do we handle complaints? Who is authorized/empowered to handle them?

9. How is superior service delivered on the phone? Do we have a standard for answering telephone calls

10. Where do we begin?

For assistance with these or any other questions, contact Shoppers, Inc. for a customized CSI: Customer Service Improvement plan.