



"Helping You Create Superior Service"

Define Superior Service

How is your customer service?

What would Superior Service look like?

- Fewer complaints
- More compliments
- Phones answered on the first ring?
- Smiling, happy employees?
- Increased productivity?
- Increased revenues?
- Decreased expenses?
- Positive results on customer surveys?
- Positive results on employee surveys?

What is your worst service nightmare?

How would you quantify and measure excellence in service?

How will we know when we have achieved superior service?

How would you quantify it?

What would you use as service benchmarks?

(Name organizations and accomplishments that serve as your models)

What are your service goals?

What will superior service do for your department/division?

What have you done in the past? Did it work? Why/Why Not?

What do you need to accomplish your service goals?

What is preventing you from reaching these service goals now?