

Delivering Outstanding Customer Service

Delivering outstanding customer service means consistently delivering what customers expect and exceeding their expectations whenever possible. By focusing on your key customer contact points you can begin to determine where you need to improve and how you can exceed your customers' expectations.

Use this worksheet to determine the key customer contact points for your organization and plan, with your staff, what you can do to improve your level of service.

Customer Contact Points – (any point where customers form an impression about you)

<i>Advertising & Promotions</i>	<i>Greeting</i>	<i>Restrooms</i>	<i>Good-Bye</i>
<i>Telephone</i>	<i>Environment</i>	<i>Delivery/Take-Out</i>	<i>Follow-Up</i>
<i>Signage</i>	<i>Product/Service</i>	<i>Company Vehicle</i>	<i>Refund/Exchange</i>
<i>Parking</i>	<i>Information Request</i>	<i>Payment/Receipts</i>	<i>Warranty/Guarantee</i>
<i>Front Entrance</i>	<i>Staff Appearance</i>	<i>Service Recovery</i>	<i>Website</i>

1. Choose two or three customer contact points that are critical to your business.

2. Determine what your customers expect at each point.

3. Identify what you need to do to **consistently** meet their expectations.

4. Think of creative ways to exceed your customers' expectations.
