

Customer Service

Application Discussion Questions

Foundation Discussion on Service

- Who are our customers?
- Is our product (work function) and package (work processes, attitude, website, etc.) aligned?
- Why is exceptional service necessary for our team's success?
- What are our service values?
- What is the current customer experience (from beginning to end)?
 - How may it be improved?

Brainstorming

- In what ways may anticipatory service be improved upon?
- In what ways may lateral service be improved upon?
- How can we be better equipped to provide exceptional service?
 - What are irritants in your work/processes?
 - What are irritants that customers find?
 - What action items can we identify to reduce irritants for all parties?
- What is the mission of our area?
 - What is our desired brand (what we want to be known for)?
 - What is our current brand (others' perception of us)?
 - What action items can we identify to move closer to our desired brand?