

DELIVERING LEGENDARY SERVICE



A Checklist
to Assess
Your
Workplace
Culture



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When it comes to customer retention and loyalty, it's all about the experience. Cost is a factor, but most people decide where to take their business based on convenience, quality, how effectively their problems are handled, and their interactions with company representatives. And they share their opinions with others!

That's why building a reputation for service gives companies a competitive advantage. And the best organizations don't just try to make customers happy; they always deliver stellar service.

How can leaders ensure that their employees consistently create extraordinary customer experiences?

By identifying, coaching, and reinforcing specific behaviors that build this skill set.

Does your organizational culture emphasize what it takes to deliver legendary service? Use this checklist to select the behaviors you see your team members demonstrating regularly.



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- ☐ **Honoring commitments.**
Our employees don't make empty promises to customers. They do what they say they'll do, see things through to completion, and meet or exceed expectations.
- ☐ **Committing to Quality.**
Our team members don't settle for providing good service—they strive for excellence. They do the little things and are willing to go the extra mile to make every customer experience stand out.
- ☐ **Being responsive.**
Our employees respond to customers' questions and concerns promptly, whether it's in person, on the phone, or by email. They keep them updated on the status of outstanding issues, so the customer feels heard and knows they're in the loop.
- ☐ **Being proactive.**
Our staff projects ahead and tries to solve problems for customers before they happen. They anticipate future issues and plan for contingencies to make sure customers are satisfied.
- ☐ **Having a solution focus.**
Our employees find a way to get things done for customers. They don't pass the buck or make excuses. They are resourceful and show initiative.
- ☐ **Doing what's best for the customer.**
Our team members work to understand customers' needs and frustrations and see things from their perspectives. They put customers' needs ahead of their own.
- ☐ **Investing in Relationships.**
Our staff members build customers' trust and loyalty by showing they regard them as individuals, not transactions. When dealing with repeat customers, they remember their names and get to know them on a more personal level.
- ☐ **Delivering results.**
Our team members work with a sense of urgency on customers' behalf. They don't just try to give customers what they need—they ensure they're satisfied.



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Clarifying expectations.

Our employees don't make assumptions about what customers want and need from them. They discuss things upfront and ask questions so they thoroughly understand what customers expect, which allows them to provide the best service.



Listening to understand.

Our team members give customers their undivided attention. They don't tune out or multi-task when customers talk to them. Instead, they listen carefully so they can determine how to meet their needs effectively.



Be easy to work with.

Our employees find ways to make it easier for customers to do business with us. They streamline processes, make things simple to understand, and go out of their way to be helpful.

How many boxes did you check? Providing excellent service leads to long-term customer relationships. But it only takes one instance of poor service to make a customer walk away.

Find out how to help your team master behaviors that turn customers into loyal fans who'll spread the word about your company. **Book a call with a CultureWise specialist** to learn how to develop and sustain a culture of legendary service.

