

Creating Customer Service Excellence

For TPPA

Rebecca L. Morgan, CSP, CMC

“It has been proved that achieving the extraordinary is simply a question of making that little bit more effort, giving a little extra attention to detail and doing it consistently.”

—Dr Anne Heaslett, Director, Limavady College

Recipe for Customer Service Success

1. Define your customers' expectations
2. Match and exceed your customers' expectations
 - Train and coach your staff
 - Continue to track customer responses
 - Look for progress & celebrate
 - What else needs to be done to close the gap?
3. Reinforce and reward

Brain drain — and what you can do about it

Help your staff not take it personally

More resources for this program (relevant articles and other resources)

<http://www.RebeccaMorgan.com/TPPA>

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