

## Leading the Way to Serving Customers

Serving customers is a noble goal, but how do you communicate customer service to employees so they act on it? There is a lot that needs to be done for this to happen, but the core and the beginning point is leading by example; showing that you serve customers. The following checklist will help you remember what is involved in leading the way to serving customers.

- I smile as appropriate when serving customers.
- I treat all customers with respect, even if they are difficult.
- When serving customers, I don't talk badly about other customers.
- I treat internal customers and employees as well as I treat external customers.
- I treat external customers and as well as I treat employees and internal customers.
- I keep my commitments. If I miss a commitment because of competing priorities, I apologize and notify the customer of the next steps.
- I make customer service an item on staff meeting agendas.
- I talk about customer service at every opportunity.
- I recognize and reward excellent service.
- I meet with customer contacts on a regular basis in order to continuously improve our service.