

# AUGUST - Awareness

Customer Service Professionals know that in a face to face situation, customers assess not only what staff say, but how the staff behave.

How we behave is a direct result of how we feel, and Customer Service Professionals have high levels of awareness; awareness of their own thoughts and feelings and that of their co-workers and their customers.

**August is all about *Awareness* of words, actions and attitudes**

## Practical Activity

### Last Moment Service Improvements

How we finish a customer interaction is just as powerful as how we start. Ask the team to consider the last moments of face to face and telephone customer interactions.

Ask for suggestions of things the team can do or provide that customers may not expect, is budget and time friendly and makes customers smile as they finalise their interaction with the business.

**Customers who leave a business feeling delighted, often take that feeling into their world and willingly share their delight with others. This is great for customers, great for the business and great for the team.**

