

## FEBRUARY - Focus

Customer Service Professionals are laser focused on the customer perception of the business – every customer and every interaction.

As service excellence is not a “one size fits all” process, staff need to consider the service expectations of all customers, so they can make reasonable adjustments and delight as many customers as possible.

**February is the month to *Focus* like a Customer Service Professional**

### Practical Activity

#### **Exceeding Customer Expectations.**

Ask staff to submit ideas as to how the team can exceed customers’ face to face interaction expectations this year.

Remind the team to consider all 5 senses of customers during face to face interactions ie: what do customers see, hear, smell, taste and touch? Is every sensation positive? Can we engage more of their senses?

This activity encourages a focus on solutions rather than problems and reminds the team that different customers will have different expectations. Share the ideas, vote on the best and implement what you can across the year.

**Customers love consistency but something new and different can re-ignite their love for the business and keeps staff motivation for excellence fresh too.**

