

Create a Personal Customer Service Vision

Great customer service starts with a clear and compelling vision that describes how you want your customers to feel about your service. This vision acts as a compass to guide your actions and keeps you focused on delivering value.

Use the worksheet below to write your personal customer service vision.

Step	Action
1.	<i>Imagine a customer you recently helped. Describe how you would like them to feel about your service.</i>
2.	<i>Imagine that customer wrote you a thank you letter. How would they describe your service? Write the letter below.</i>
3.	<i>Read the letter at the start of each workday for three weeks and try to receive this same feedback from a real customer.</i>