

# Customer Service Foundations

with Jeff Toister

## Go the Extra Mile

Extra mile service is service that exceeds your customers' expectations. This worksheet will help you identify some of your customers' basic expectations and brainstorm ideas for exceeding them.

Expected Service	Extra Mile Service
<b>Fast</b> Customers want to be served quickly.	<b>Engaging</b> Service feels even faster when we keep customers engaged.
<b>Friendly</b> Customers expect polite and friendly service.	<b>Personalization</b> We can make service feel more personal by calling customers by name or learning their preferences.
<b>Knowledgeable</b> Customers expect you to know about your company, products, and service.	<b>Education</b> We can help empower customers by educating them on our products or services.