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The Authority on World Class Customer Experience

Author of, *The Customer Service Revolution: Overthrow Conventional Business, Inspire Employees, and Change the World*

Action Steps

9 Steps to creating a Customer Service Revolution

- 1) Create a day in the life of your customer story
- 2) Create a Customer Service Vision statement
- 3) Create three pillars for your Customer Service Vision Statement
 - One pillar based on your expertise
 - One pillar representing how you treat customers
 - One pillar based on going above & beyond
- 4) Create your Nevers & Always list
- 5) Create your Secret Service Systems
- 6) Collect, document & retrieve Customer Intelligence using F.O.R.D.
- 7) Create your Credo Card
- 8) Incorporate all this into your new employee training
- 9) Implement & Execute

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