



# DO YOU PROMOTE EXCELLENCE?

Since superior client service is as much a philosophy as an activity, it's important to discover just what kind of culture produces the mind-set necessary to exceed customer satisfaction. Ask yourself, do we:

Strive for excellence or settle for mediocrity?

Treat customers differently *now* than when we were courting them?

Focus on getting things right or consider inaccuracies to be a way of life?

Build long-term relationships or promote short-term sales?

Make policy changes to benefit customers or for employee convenience?

Spend our time adding customer value or filling out internal paperwork?

Anticipate customer needs or scramble when relationships are in jeopardy?

Make ourselves accessible when customers need us or only when it's convenient for us?

Discipline unethical behavior or turn our back on disgraceful conduct?

Promote employee continuity or look like a turnstile?

Spend time in front of customers or in staff meetings?

Provide exceptional value or compensate for inadequacies by trying to be friendly?

Solicit customer feedback or think that we know it all?

Promote clear and transparent communication or use confusing technical jargon?

Benchmark against the best in class or sweep our inadequacies under the rug?

Protect customer privacy *before* or *after* issues arise?

Challenge the status quo or rest on our laurels?

Address customer issues promptly or respond when time permits?

Stimulate trust by being dependable or lose faith by being unpredictable?

Build trust by following through on promises made or by "talking a good game"?

Value trust as much as we cherish profitability?