




Minnesota Department of Administration  
Present

**THE POWER
OF SERVICE**

in
Risk Management

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Service is any word, act or deed that makes working with you easy, pleasurable, effective and efficient

Why Service Matters

1. We must focus on service because service is our basic _____.

2. It provides a foundation for *assurance* and _____.

3. Service has been _____ or _____ in training and emphasis

4. First impressions matter

a. It takes _____ seconds to make your first impression

b. People make _____ judgments about you in the first 4 minutes of your conversation.

c. According to Drs. Brad and Velma Lashbrook your customers unconsciously ask these questions:

- Are you _____ competent?
- How much _____ me are you?
- Do you really want to _____ me?

d. These questions are answered if you are

- _____
- _____
- _____



5. Service is critical because the lack of service focus has caused _____ both internally and externally.

6. We focus on service because of the _____ of the customer.

Customers have said (VOC):

A. They expect no less _____ in service even if that person is a public employee

B. Service agencies often fail to live up to their *service* _____

- Gaps are closed when everyone realizes their _____ is their _____.

7. Service gives _____ to our _____.

8. Service sustains us through the frustration of _____.

9. Service is imperative because customers _____ it.

What Customers Expect

- **Service**
- **Quality**
- **Price**
- **Time**



- **Service** (*Interpersonal*)

How you treat _____

- **Quality**

P _____

O _____

- **Price** = _____

- **Time** - Did you do what you said you were going to do within the timeframe you committed?

- Of these 4 standards of judgment, the one by which your customers judge you most critically is _____
- Why? Because it's the one they will take _____

