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.

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