

HOW GREAT LEADERS MODEL GREAT CUSTOMER SERVICE

If you want to change the way your people treat your customers, change the way you interact with your people.

Here are 5 customer values that leaders should embrace.

CONCERN

- Are you genuinely concerned about the customers you serve?
- How do you know?
- How do your customers know?

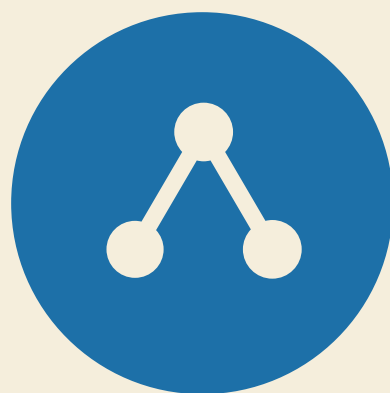


FLEXIBILITY

- Do your customer-facing people have the flexibility they need to provide exceptional customer service?
- How have you tied their hands?

ALIGNMENT

- How well are people living the customer service values your organization promotes?
- Do they even know what it means to live those values?



PRAISE

- When is the last time you praised someone - publicly - for doing the right thing for a customer?
- What stories could they tell about what you have done for them?

RESPECT

Do you treat employees in the same way that you would treat your very best customers?

What would you point to in order to demonstrate it?



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