



Six Imperatives for Delivering Great Customer Service Experiences

imperative

im'pɛrətɪv

Of vital importance; crucial. An essential or urgent thing.

What customers want from you

#1

“Well **done** is better than well said.”

-Benjamin Franklin

A close-up, low-angle shot of a soccer ball hitting the back of a goal net. The ball is white with black and gold patterns. The net is black with white hexagonal mesh. The background is a bright blue sky with scattered white clouds. The goalpost is visible on the left side of the frame.

Get the job done

Do what
you say
you will
do.
Ensure
customers
get what
they came
for.

#2

“Do the difficult things while they are
easy and do the great things while
they are small. A journey of a thousand
miles must begin with a single step.”

-Lao Tzu

An aerial photograph of a large, intricate maze made of brown hedges. To the left of the maze is a vibrant green lawn. To the right, there is a building with a green corrugated metal roof and some dry, yellowish vegetation. A large white arrow points upwards from the bottom center of the image, pointing towards the top of the maze.

Make it hassle-free

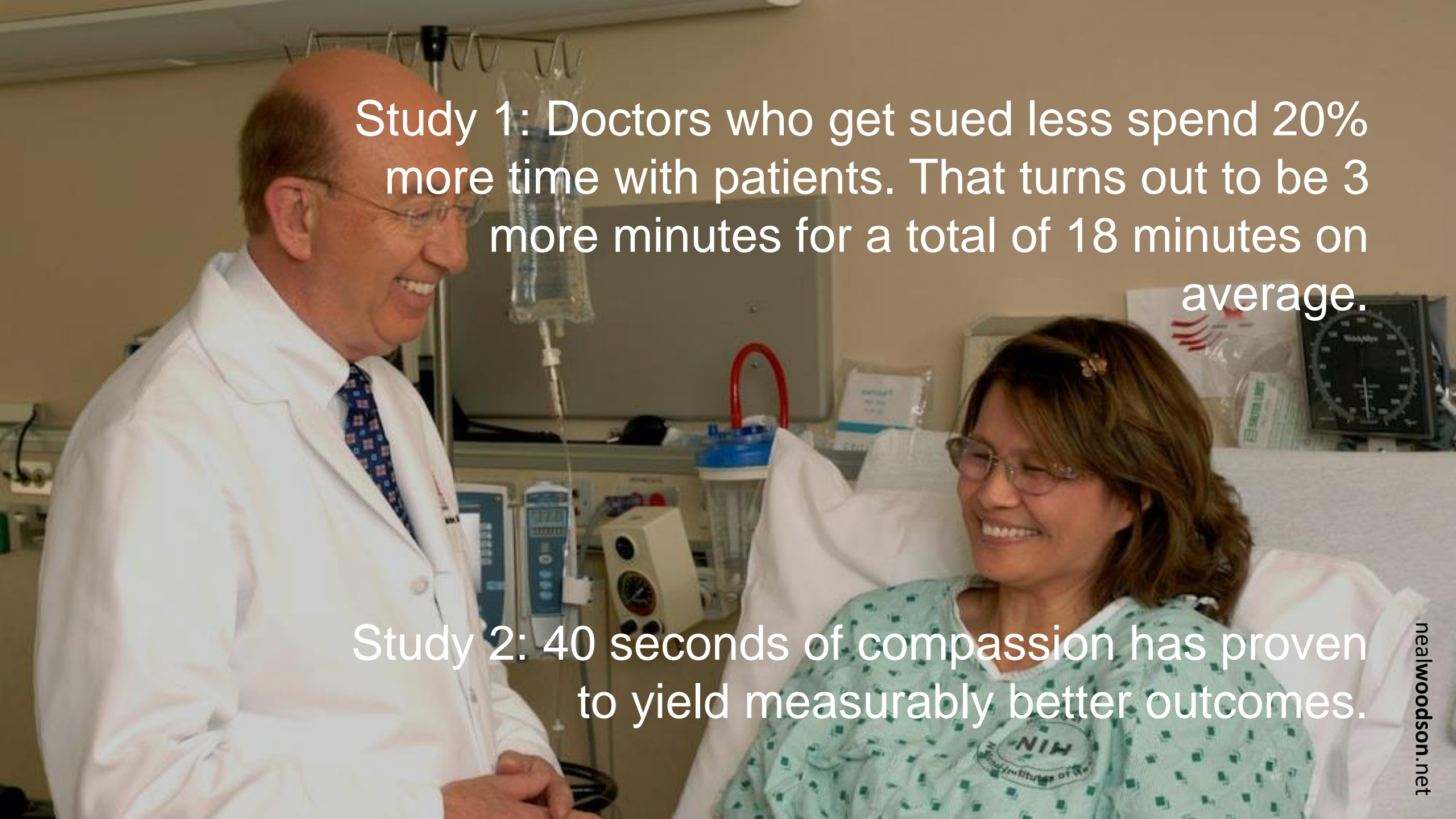
Do whatever you
can to remove or
decrease customer
task and emotional
effort.

What you must provide to team members to make it happen

#3

“Time is what we want most, but
what we use worst.”

-William Penn



Study 1: Doctors who get sued less spend 20% more time with patients. That turns out to be 3 more minutes for a total of 18 minutes on average.

Study 2: 40 seconds of compassion has proven to yield measurably better outcomes.

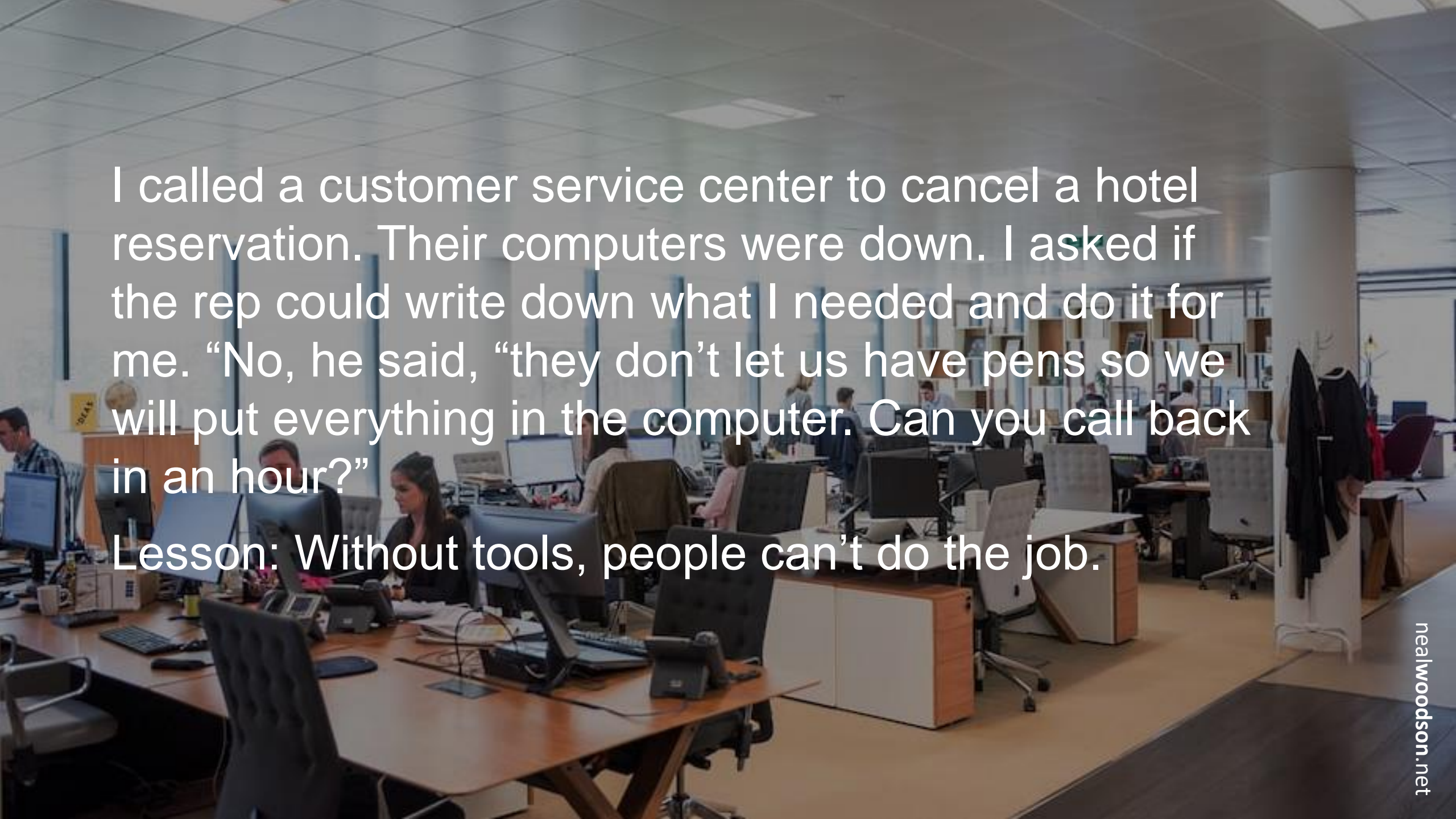


Allow your team members
the time to interact and
build relationships.

#4

“I could make **tools** if I had tools to make them with.”

-Eli Whitney

A photograph of a modern office environment. Several people are seated at long wooden desks, working on computers. The office has large windows in the background, letting in natural light. The desks are equipped with multiple monitors, keyboards, and office chairs. The overall atmosphere is professional and busy.

I called a customer service center to cancel a hotel reservation. Their computers were down. I asked if the rep could write down what I needed and do it for me. “No, he said, “they don’t let us have pens so we will put everything in the computer. Can you call back in an hour?”

Lesson: Without tools, people can’t do the job.

#5

“One of the most powerful tools for empowering individuals and communities is making certain that any individual who wants to receive a quality education **[training]** can do so.”

-Christine Gregoire

Training doesn't end in the training room. You communicate concepts in the class. You create the habits with practice and good models on the shop floor.



#6

“To be **trusted** is a greater
compliment than being loved.”

-George MacDonald

If you don't trust your people, why did you hire them?
Let people make decisions. Celebrate the good ones;
coach the bad ones.

Six Imperatives for Delivering Great CSX

1. Get the job done
2. Make it hassle-free
3. Allow your team members the time to interact & build relationships
4. Give your team members tools
5. Give your team members training to grow their task & human skills
6. Trust your team members to make decisions and do the work

