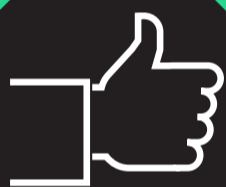


# Setting Expectations You Can Exceed

**Your customers' satisfaction is determined by how well your performance lives up to their expectations.** The world's greatest organizations are constantly and literally establishing expectations that they then exceed every chance they get.

## Best Practice in Action: **COURTESY OF REP**

### Customer Service Rep [CSR] Top Drivers



Courtesy of Rep is the second highest driver of satisfaction with a customer service representative. **But what does courtesy really mean? And how can CSRs ensure they are exceeding customer expectations of courtesy?**

The great news is that the notion of courtesy is primarily driven around basic things like saying please and thank you. Where it really manifests itself, however, **is in transitions**. People will find a rep discourteous if they do not effectively manage a hold experience by clearly setting the expectation for what they will experience during the hold.



**Here is where the best practice comes in.** If a rep tells a customer they will get back to them in 2 minutes, then they need to get back to them in a minute and a half. Why? **Your customers' satisfaction is determined by how well your performance lives up to their expectations.**



If your organization can get really good at creating expectations that your CSRs can exceed, you'll do well and provide your customers with a satisfactory experience.

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