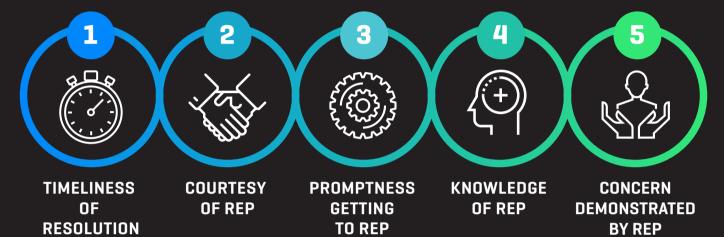
CUSTOMER SERVICE BEST PRACTICE

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.

Want more best practices from J.D. Power's customer service advisory team? Check out our <u>video series</u> with certified top performers and join our mailing list to get the latest insights in your inbox.

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