



10 Tenets of Exceptional Customer Focus

1. Always put the customer first, no excuses.
2. Quality and satisfaction are defined by each customer, not us.
3. Who's to blame is irrelevant; keep the customer happy.
4. Every customer request matters & deserves a response.
5. Remove hassle from customers; less is more.
6. Look for ways to "delight" customers.
7. Do what you say you are going to do; set the right expectations and follow through.
8. No news is not good news; be proactive!
9. Listen, own our mistakes and fix the problem with urgency.
10. Great service is a team effort.

10 Things that Erode Customer Focus

1. Viewing our customers as a hindrance to getting our work done.
2. Forgetting that we all work for our customers and we are all on the same team.
3. Visionaries believing they are not customer facing.
4. Saying, "We can't do that" rather than, "Here's a way we could do that."
5. "Resolving" a customer problem without interacting with the customer.
6. Not following up on issues we transfer to other functions.
7. Not acting with urgency; believing customer issues will diminish or be forgotten with time.
8. Assuming our customers won't look for another website provider.
9. Not acting with the customer's best interests in mind.
10. Not holding Visionaries accountable to our core value of customer focus.