

## **Ch6** | *Extreme Customer Focus*

# Things to Think About and Discuss

It is important to take time and give the following questions some serious thought. Be very honest with yourself and think your answers through in detail. You might also find it valuable to gather several people from your organization to discuss these questions as a group, exploring how each of you might answer the same questions differently. These opposing points of view and alternative ideas are critical to developing quality answers.

- 1.** Looking at your competitors, where does the level of customer service you deliver rank in comparison to what they offer?
- 2.** What do you believe are the top 3 to 5 Moments of Truth in your customer service delivery chain?
- 3.** What are five new and innovative ways you could improve the level of service you deliver immediately?
- 4.** What are five new and innovative ways your organization can make sure they are hiring people with a positive, service-oriented, can-do attitude?
- 5.** What are the top three companies you admire most for their ability to deliver superior customer service? What is it about these particular companies that makes their customer service so spectacular?
- 6.** What would have to change inside of your organization for you to create a culture of extreme customer focus?