

Never Let Backstage Come Onstage	
What makes up the physical backstage of our program?	What does being show ready mean in our program?
What makes up the additudinal backstage of our program?	How can we ensure that our program is always show ready for customers?

## There Are No Stupid Questions

List some of the bizarre questions you have encountered.

What is the real question behind the question?

How do you respond to “unusual” customer questions or behaviors?

How can you better understand the lens of the customer?  
Cell Phone example?

## Little Wows Add Up

What are examples of occurrences that have made your customers exclaim, WOW?

List examples of simple courtesies that prompt smiles and gratitude.

What actions can you take that demonstrate you truly care about the customer's experience?

What behaviors demonstrate excellent responsiveness?

## Have Fun in Service

What are some of the unpleasant aspects of your role?

How can you find fun in those situations? (While still being respectful)

What does having fun in your role look like and sound like?

How can we raise the fun factor and promote more fun with customers and service members?

## Don't Be a Customer Service Robot

As a customer, what are some examples of robotic service you have received?

How did you feel about that experience?

Are employees in your program guilty of providing robotic customer service?

How can you personalize those tasks?

**Pay Attention to the Details-Everything Speaks!**

<p>How does everything speak apply to our program?</p>	<p>Look around, what messages are being spoken in our program?</p>
<p>What needs to happen to ensure the details are supporting our program's brand?</p>	<p>How can we increase our commitment to ensure we are speaking the message we intend?</p>

## Never Ever Say That's Not My Responsibility!

What are some examples of "It's not my problem syndrome" you've experienced?

What causes that attitude?

How does that attitude impact our customers?

What can our program do to ensure all employees demonstrate ownership?

## Everyone Has a Customer

How effective are we at treating each other as customers?

When an internal service breakdown occurs, what is the impact on external customers?

Who are our internal customers?

What are some actions we can take to improve our internal customer service?



## Figure Out What Ticks Off Your Customers, Fix It

What are some frustrating processes you've endured as a customer?

What do our customers find frustrating about our program?

What are our competitors doing to improve the customer service experience?

What can we do to encourage greater sharing of ideas to improve services?

## Take Responsibility for Your Own Career

What opportunities have you asked for lately?

What have you done to gain new knowledge to increase your value to the program?

What can you do to take more responsibility for your career?

Who are your mentors and do they know your goals?