

## Great Expectations with Behaviors

(3-5 observable, trainable, and coachable behaviors for each statement)

**M**

### Make Everyone Feel Welcome

- Project a friendly, approachable demeanor
- Use positive and appropriate communication
- Focus on the current customer by remaining attentive and empathetic
- Treat all customers fairly
- Maintain a clean and safe environment

**A**

### Anticipate Customer Needs

- Have tools ready and available
- Reduce customer effort whenever possible
- Proactively look for unique customer service opportunities
- Listen actively and use open-ended questions

**R**

### Radiate Confidence

- Confidently share knowledge and expertise
- Exercise professional judgement in every situation
- Keep up-to-date on knowledge of tools, products, services, collection, etc.
- Respond with “Let’s find the answer together” vs. “I don’t know”

**I**

### Inspire Curiosity

- Invite customer questions
- Empower the customer with knowledge
- Positively suggest resources the customer may not be familiar with

**C**

### Creatively Solve Problems

- Pursue the reconciliation of the relationship, not just the resolution of the issue
- Resolve issues as efficiently as possible
- Be flexible, yet consistent in approach to resolving problems
- Address mistakes and make them right
- Recognize when to ask for help

**O**

### Own the Moment

- Complete every task with the customer’s experience in mind
- Pay attention to details
- Be present
- Exceed customer expectations whenever possible
- Take each opportunity to make a positive experience

**P**

### Personalize the Experience

- Gauge customer reactions and respond accordingly
- Recommend specific resources based on each unique customer interaction
- Recognize repeat customers with friendly acknowledgement
- Inform other staff members so they are prepared to help

**A**

### Act with Integrity

- Be sincere and honest in every interaction
- Use appropriate resources to give accurate information
- Maintain performance under external pressures
- Respect the privacy of customers as well as coworkers