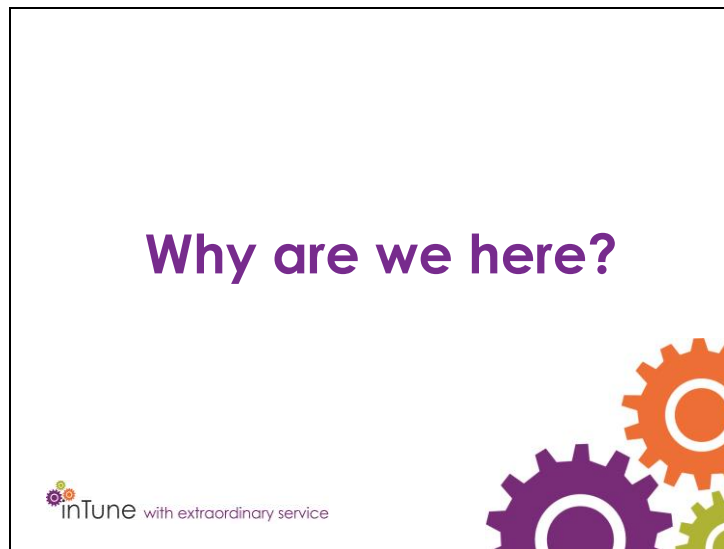




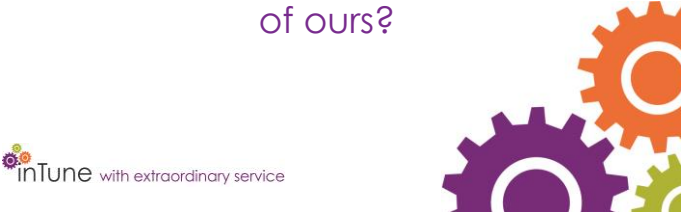
Extraordinary Service

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...to consider the service we give
customers

What's it like to be a customer
of ours?




The slide features a logo for 'inTune with extraordinary service' in the bottom left corner, which includes a small gear icon. To the right of the text, there is a graphic of three interlocking gears in purple, orange, and green.


What can we each do to help our customers experience **extraordinary** service?

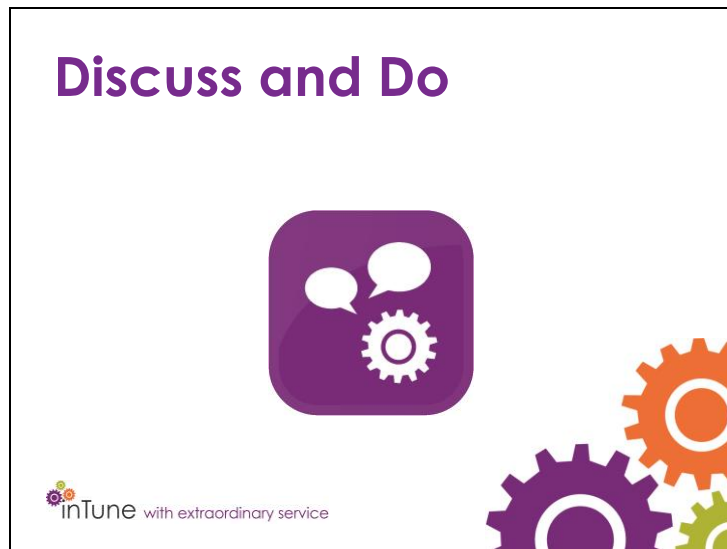


The logo for 'inTune with extraordinary service' is located in the bottom left corner of the slide. It features the word 'inTune' in a purple font, with a small gear icon to its left. Below it, the tagline 'with extraordinary service' is written in a smaller, grey font. To the right of the logo, there are three interlocking gears: a large orange gear at the top, a medium purple gear in the middle, and a small green gear at the bottom.

- The level of service we deliver matters to our customers
- If our customers are happy they will return to us time and time again
- We have a choice in the level of service we give our customers
- Do we provide an ordinary or extraordinary customer experience?

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- 80% of companies believe they deliver superior customer experience, only 8% of their customers agree

(Bain & Co)

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- It takes 12 positive customer experiences to make up for one negative one

(Parature)

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- 70% of buying experiences are based on how the customers feel they are being treated

(McKinsey)

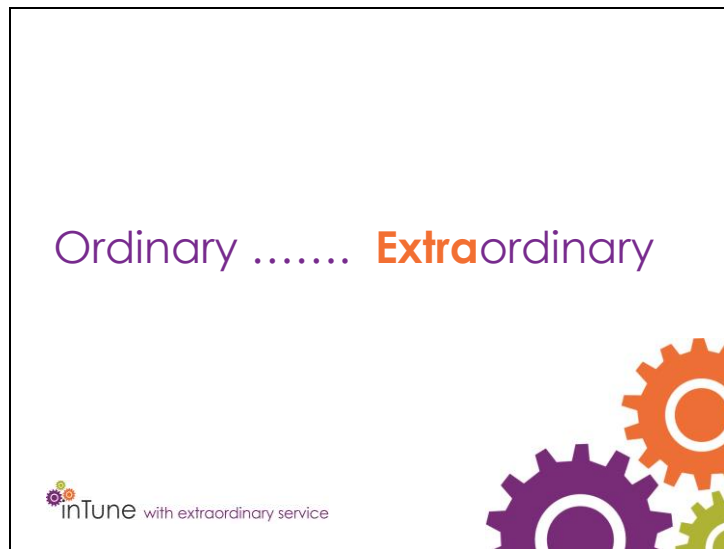
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- What behaviors make the difference to our customers?
- We often remember bad customer service more than we remember good
- There are more poor customer experiences out there than great ones
- A great customer experience can give a real competitive edge


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Ordinary	Extraordinary
Normal	Going the extra mile...
Standard	Above and beyond people's expectations
What you would expect	Kindness
	Making someone's day



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