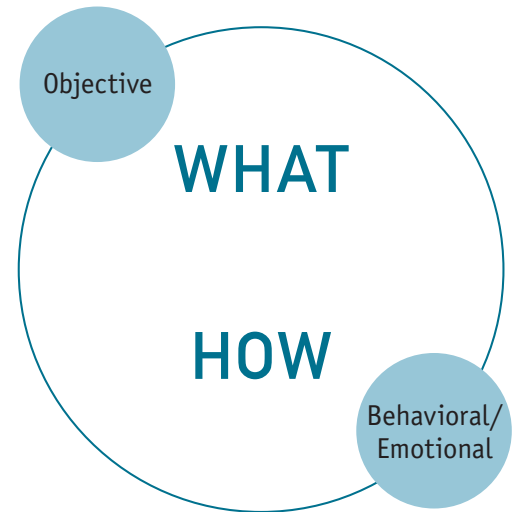


The Top 5 Drivers that Drive Our Customers Crazy



How do your customers want products and services to be provided?

Customer satisfaction begins with understanding what our customers want. Fortunately a great deal of research has been done to identify the handful of things that account for the majority of customer complaints. In almost every case, our customers' satisfaction can be boiled down to five key customer requirements—regardless of the type of service. By being aware of these key customer requirements, service providers can anticipate their customers' needs and rise to the occasion with every interaction.



5 Key Drivers

1. **Timeliness**
2. **Knowledge/competence of staff**
3. **Fairness**
4. **Courtesy/comfort**
5. **Outcome**

How do these 5 key drivers apply to one of the products or services your agency/department provides? _____

Activity: Best and Worst Case Scenarios

You are traveling and you arrive at your hotel at 11 PM. There is a tour bus parked out front and the lobby is filled with people checking in. Describe a worst and a best case scenario for the situation.

Worst Case Scenario: _____

Best Case Scenario: _____
