

TEN CUSTOMER EXPECTATIONS

- Be available (be accessible)
- Treat me courteously
- Be responsive to and anticipate what I need
- Do what I need promptly
- Be well-trained and informed
- Tell me what to expect
- Keep your promises
- Do it right the first time
- Follow up as needed
- Be socially responsible and ethical

Source: International Customer Management Institute (ICMI)
and Brad Cleveland (bradcleveland.com)

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