



San Mateo County
Tip Program

TIP OF THE WEEK

To deliver superior customer service

**Define to your staff what you mean by
“great” customer service**

Do not assume the people you hire know what exceptional customer service looks like and means to you. Define it and share it with them in specific terms. Let there be no doubt what you expect.

Some behaviors that might be in your definition of excellence are: making the customer feel important; understanding their needs; making them feel welcomed; delivering what you promise; and being friendly and respectful.

Other behaviors you may consider are going the extra mile; giving timely responses and taking timely action; providing them with alternatives; following up to insure their needs were met.

THOUGHT OF THE WEEK

**“The customer is not an interruption of our work; but the purpose of it.”
One of the 10 Commandments at McDonald’s**



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