

**GREAT CUSTOMER**

**SERVICE**

**BEGINS**

**RENEWED**

**WITH A**

**CULTURE**

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# CUSTOMER SERVICE

“Customer service should not be a department. It should be the entire company.” – Tony Hsieh, Former CEO of Zappos

“Customers are the most important visitors on our premises. They are not dependent on us. We are dependent on them.”  
– Commonly attributed to Mahatma Gandhi

“Customers will never love a company until the employees love it first.”  
– Simon Sinek, author and speaker

**What makes great customer service?**



Internal

External

Survey

SERVE

Best Practices

Reports

CUSTOMER  
SERVICE

# STRATEGY





*Mission Heroes Norms*

*Values*

*Stories*

*Rituals*

*Artifacts*



**Working together**

**Finding Options**

**Bettering lives**

**M I S S I O N**



**1. We value our mission and work to fulfill it.**

**2. We value all persons and treat everyone with dignity and respect.**

**3. We value accountability. We hold ourselves responsible for our own work and for our own part in creating a positive and inspiring workplace.**

**4. We value our co-workers:**

**5. We value action and we don't procrastinate:**

**6. We value change. We believe our future is better than our past.**


**7. We value the importance of clear communication and relevant information:**

**8. We value leading by example.**

**9. We value performance.**

**10. We value above and beyond. Good enough is not good enough. We love to hear "Wow!"**



An aerial photograph of a mountain valley. The terrain is rugged, with steep, rocky slopes on the left and right sides. A river flows through the center of the valley, winding its way down towards a small town or village at the bottom. The valley floor is a mix of green fields and rocky patches. The lighting is bright, suggesting a sunny day, with shadows cast across the mountain slopes.

**"It's not hard to make decisions when you know what your values are." - Roy Disney**

The background features a stunning view of a galaxy or nebula, characterized by a dense field of stars and glowing clouds in shades of blue, purple, and green. The lower portion of the image shows dark, silhouetted mountain ranges against the starry sky.

**Share YOUR thoughts on what VALUES can  
make the workplace awesome**

# MISSION &

# VALUES



Update



Educate & Train



Accountability



# Dream

Opportunities

Plan

Let's try it now!



# Renewed





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