

Chapter 5: Service Standards

Delivering to your customer's expectations and developing SOPs

- Having a set of service standards in place enable organisations to better meet the different needs of different customer groups consistently.
- Knowing your customer segments and the value you bring to them, allows you to better understand your customers' reasons for patronising your business and tailor the type of service or product you provide accordingly.
- By thoroughly understanding your customer, you develop the ability to anticipate their unspoken needs, thus staying ahead of the competition.
- The impression that customers acquire is determined by their experience at each identified customer touch point.
- It is important to develop a set of Standard Operating Procedures to achieve uniformity in performance, hence delivering a consistent customer experience.