



Your Service Culture Guide

Customer Service Vision Worksheet

This worksheet can help you create a shared definition of outstanding service for your team. An in-depth process can be found [here](#). Learn more about building a customer-focused culture in [The Service Culture Handbook](#).

| Step | Output |
|---|---|
| <p>Step 1: Answer Three Questions</p> <p>These three essential questions can help the team focus on the outcomes you are trying to achieve your customers.</p> | <p>1. Who are our customers</p> <p>2. What do we do for them?</p> <p>3. How do we want them to feel about our service?</p> |
| <p>Step 2: Write The Vision</p> <p>Here's an example from TPS:</p> <p><i>Your service culture guide.</i></p> <p>See more examples here.</p> | <p>Hallmarks of a great vision:</p> <ol style="list-style-type: none">1. Simple and easily understood2. Customer-focused3. Authentic |
| <p>Step 3: Describe aligned behaviors</p> <p>Identify stories and behaviors that are aligned with the vision. This list can help explain the vision.</p> | |