

Customer Service – What's Important?

What do Customers really want from a Contractor?

Do the following exercise:

Rank the following six items from one to six as you believe your Customers would rank them in importance.

1 = Most Important

6 = Least Important

- _____ On Schedule
- _____ Good Communication
- _____ Personal Attention
- _____ No Surprises
- _____ Dependability
- _____ Returned Phone Calls