

# Relentless Focus

## **Providing a World-Class customer service experience with a Fresh SMILE!**

*Catch a Fresh Smile!*

Fond greeting... Give a warm welcome.

Remember the customer's name or something about his or her needs, wants, and desires.

Exceed his or her expectations and Enjoy the experience with him or her.

Smile and look for opportunities to Supplement his or her experience (e.g. with upselling/cross-selling).

Hearty farewell is extended.

Keep the SMILE!

Front Line Employee name \_\_\_\_\_

Date \_\_\_\_\_

Name (office employee) \_\_\_\_\_



*Thank You for keeping the experience fresh*