

# A Checklist for Six Pillar Implementation



## Integrity

- ☐ We focus on creating a great first impression to establish trust from the outset
- ☐ We have identified key trust-building moments and ensure we deliver on them
- ☐ As a company we stand for something more than profit for shareholders
- ☐ Our people are wholly competent at what they do
- ☐ Our people are likeable and engaging
- ☐ We always keep our promises and do what we say we will do



## Resolution

- ☐ Our people take clear ownership of an issue and see it through
- ☐ We provide accurate and consistent answers at point of contact
- ☐ We resolve issues at first point of contact
- ☐ We practice heroic recovery and react immediately to customer issues
- ☐ We provide accurate timescales for problem resolution
- ☐ We equip customers to resolve problems themselves if they prefer to



## Expectations

- ☐ We know the set of expectations that customers bring to interactions with us
- ☐ We use this knowledge to accurately set and manage customer expectations
- ☐ We understand where in the customer journey we need to be accurate in delivering on expectations
- ☐ We are careful when we set expectations, even in small ways



## Time and Effort

- ☐ We are clear on the return on time we provide to our customer for every interaction
- ☐ We make the customer's time investment pleasurable
- ☐ We inform the customer as to the time investment they need to make to achieve their objective
- ☐ We are clear on next steps and what may go wrong
- ☐ We systematically remove unnecessary steps in the process



## Personalisation

- ☐ We show the customer we know them
- ☐ We understand and follow their preferences
- ☐ We show the customer we recognise our history together
- ☐ We find interesting ways to show how we use the individual knowledge we have of the customer to better serve them
- ☐ We apply our knowledge to put the customer in control at point of need
- ☐ We show the customer we value them and their business



## Empathy

- ☐ Our people invest time to listen to their customers
- ☐ Our people are able to give the right emotionally intelligent response based on the customer's emotional needs
- ☐ Our people establish an emotional connection with customers at every interaction
- ☐ Our people make this connection by expressing our brand
- ☐ Our people are able to show that they care personally about the customer