



United States African Development Foundation

Excellence in Customer Service

March 9, 2007

Culture of Service



**Organizational excellence in customer service is always intentional –
it never “just happens.”**

'Service Cultures' Permeate Organizations



**Customer
Service**



Service standards align with values



Value 3: We treat our clients and each other with **respect and dignity**, and always seek to promote the success of others.

Service standards help to define what this means

Service is often part of 'the brand'



What organizations consistently deliver excellent customer service?

What do you experience?

What do you feel?

What would it take?



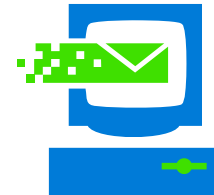
What would it take for USADF to consistently deliver excellent customer service around the world?

Table exercise

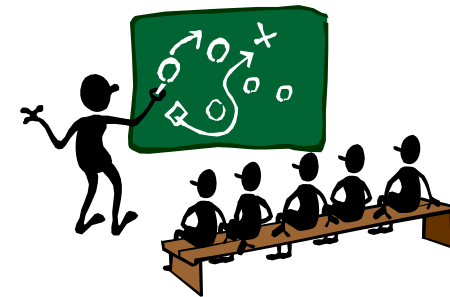


- Identify potential USADF service standards.

- Interactions



- Products/services



- Select 2 that best support *treating clients and each other with respect and dignity*.
- Define the service standard and describe what ‘delivery’ looks like.

Example



E-mail response times

We read and respond to (at least acknowledge) e-mails within 24 hrs / or next business day and enable the 'out of office' tool when away for more than one business day.

Next steps



- We'll summarize and post on Monday all the service standards you present.
- “Vote” for the 3 standards that you think best support “treating our clients and each other with respect and dignity.”
- We'll send the summary home with you to implement as you think is most appropriate.