



PIKE ROAD'S BLUE RIBBON CUSTOMER SERVICE PROGRAM



The Town of Pike Road, in partnership with AUM's Office of Continuing Education, is excited to offer the Pike Road Blue Ribbon Customer Service Program for businesses and employees in Pike Road. Through two hands-on training sessions and an implementation plan, Pike Road businesses can build their workplace culture around the following eight Pike Road Customer Service Standards, and earn recognition as a Blue Ribbon Certified location, a mark of excellence customers will notice and the community will celebrate.

P

Presence

Be fully engaged and attentive in every customer interaction.

I

Initiative

Anticipate customer needs and act before being asked.

K

Kindness

Treat every customer with genuine warmth and respect.

E

Empathy

Understand and acknowledge the customer's feelings and perspective.

R

Responsiveness

Reply promptly and follow through without unnecessary delay.

O

Ownership

Take personal responsibility for every customer's experience from start to finish.

A

Approachability

Create a welcoming environment where customers feel comfortable asking for help.

D

Dependability

Be consistent, reliable, and someone customers can always count on.

THE BLUE RIBBON CUSTOMER SERVICE STANDARDS

P — **Presence** - *Be fully engaged and attentive in every customer interaction.*

- Maintain attentive eye contact, open body language, and an engaged tone throughout every customer interaction.
- Apply active listening techniques before responding.
- Recognize non-verbal cues that signal a customer needs attention or assistance.

I — **Initiative** - *Anticipate customer needs and act before being asked.*

- Apply anticipatory service techniques that prevent problems before they occur.
- Offer relevant assistance without waiting to be asked.
- Build the habit of scanning the environment or workflow for opportunities to help.

K — **Kindness** - *Treat every customer with genuine warmth and respect.*

- Demonstrate genuine warmth through tone of voice, word choice, and a sincere greeting.
- Use the customer's name naturally and respectfully during the interaction.
- Extend the same respect and patience to every customer, regardless of mood or behavior.

E — **Empathy** - *Understand and acknowledge the customer's feelings and perspective.*

- Validate a customer's feelings before problem-solving.
- Restate and confirm the customer's concern in their own words.
- Adapt tone and approach based on the customer's emotional state.

R — **Responsiveness** - *Reply promptly and follow through without unnecessary delay.*

- Meet response-time standards across phone, email, and in-person channels.
- Prioritize urgent or time-sensitive requests appropriately.
- Follow through on every commitment within the timeframe promised.

O — **Ownership** – *Take responsibility for the customer's experience from start to finish.*

- Take personal responsibility for resolving a customer's issue.
- Apply sound judgment and available authority to resolve issues at the first point of contact.
- Follow up with customers to confirm their issue was fully resolved.

A — **Approachability** - *Create a welcoming and positive environment.*

- Project open, welcoming body language and a warm tone.
- Initiate greetings and invite questions rather than waiting to be approached.
- Respond to complaints without defensiveness, keeping the interaction positive.

D — **Dependability** - *Be consistent, reliable, and someone customers can depend on.*

- Follow through reliably on promises, deadlines, and commitments made to customers.
- Maintain professional composure and standards regardless of workload or circumstances.
- Build customer trust by being dependable and consistent.



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