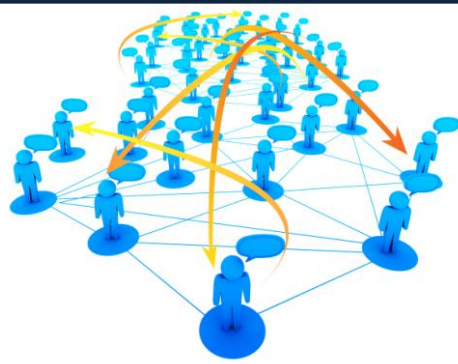


# The 10 Tenets of Better Engaged Employees



The 10 Tenets listed below are building blocks. Through them, you will learn ideas that can have an immediate and positive impact on your customers, your Company, and yourself.

Actively incorporate these tenets into your daily interactions with customers. Understand how you, as an individual, impact the Company's long-and short-term goals. Honor your customers by recognizing the value and importance of change. And finally, keep your customers in mind at all times and continually question if you are exceeding their expectations.



## 1. Customers Make the Rules

**EVERYONE** is your customer. You must treat them as such since each is vital to the success of the company and to your success within the company.

## 2. Service Comes from the Inside Out

The delivery of customer service is heavily influenced by our overall **mind-set**, **decisions** made at that moment, and the **actions** we choose to take.



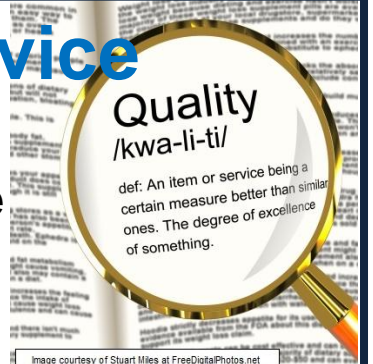
## 3. Provide Solutions and Show that You Care



All customers need and want solutions to their problems. Regardless of whether or not we can solve a problem completely, we have an obligation to **leave the customer feeling good about their interaction**.

## 4. Customers Define Quality and Service

Business practices are driven by internal and external Customer needs. **Customers hold companies accountable** for the quality of the service they receive.



## 5. Feedback from Customers is a Gift



**Feedback** determines customer satisfaction and **provides opportunities to adjust and improve** business practices immediately and going forward.

## 6. Know Your Customer and You'll Be Rewarded

It is important to **understand the Company's customer recruitment and retention practices and expectations** because they have a direct impact on your role.



## 7. Skip Satisfaction, Exceed Expectations



Exceeding customer expectations **limits the opportunity for competitors** to gain customers and market share.

## 8. Create Value

**YOU** are responsible for creating value for yourself, your Company, and your customers.



## 9. Be More, Better, Faster, Different

ALL companies have the potential to affect customers' expectations. For your customers, **be more, better, faster, and different from the competition**.

## 10. Honor Your Customer

Build on what you've learned from The 10 Tenets of Better Engaged Employees by **actively incorporating the information into your daily interactions with customers**.



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