

# Exceptional Customer Service Starts With The Executive Team

By Kennette Reed

Exceptional Customer Service Starts With The Executive Team

Kennette Reed  
kennettereed@kennettereed.com

Kennette Reed & Associates <http://www.kennettereed.com>

Exceptional Customer Service Starts With Your Executive Team

by Kennette Reed

A decision to provide exceptional customer service involves buy-in from the entire executive team. They must commit to providing on-going support and assistance for this company mandate. This process should include (but not be limited to) the following:

- A customer-centric vision must be implemented and shared.
- Determine methods for recognizing/rewarding ultra- exceptional service.
- Management must provide exceptional service, benefits and opportunities for all staff, so they feel respected and valued.
- The executive team must lead by showing empathy and enthusiasm.
- Establish staff training methods/review/follow-up.
- Specify internal and external expectations for behavior/service.

About the Author

Kennette Reed, CLP, is a freelance writer, marketing professional, public speaker and interior landscape consultant. She publishes a monthly customer service ezine, Customer Connections, has written numerous articles, an ebook, How to Break Into the Interior Landscape Business and provides customer service and marketing consultation services to firms across the country.

Customer Connections FREE newsletter subscriptions  
<http://www.kennettereed.com/page414029.htm>

How to Break Into the Interior Landscape Business ebook  
<http://www.DreamJobsToGo.com?10490>

THIS ARTICLE MAY BE FREELY PUBLISHED

Please use my byline, send notification of publication,  
forward copy of published article and date of publication.

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)