

The Service Philosophy

A Service Philosophy is a brief, motivating statement that clearly defines what customers should experience during any encounter with your organization. It explains what you do, and how you do it. What is the Service Philosophy for your organization? What do you want your employees to focus on as they interact with customers? In other words, what do you want your employees to “create?”

1. At the conclusion of any interaction with our organization, what words or phrases describe the emotions our customers should feel?

2. How do we want customers to describe our organization to others?

3. With the responses to questions 1 &2 in mind, what should be the Service Philosophy of our organization?
