

## The Most Powerful Customer Service Tool

### Action Steps

What can you do to convey the organization's priorities and branding to customer service members and others within the organization?

1. Why is branding important? Do you have a clear idea of the brand? What are the key aspects of it? Quality? Consistency? Technical advancement? Efficiency? Write down your ideas.

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2. Choose a time and place to begin communicating organizational priorities and branding to others in the company, starting with customer-facing employees. What are the top three concepts you would like them to have at front of mind, when handling clients and customers?

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3. Now consider the narratives you would like to use when conveying your brand and its priorities. How are you going to give your message meaning? Write some ideas here.

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