



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Attitude—**  
Maintains a friendly, positive, and enthusiastic outlook.
- **External Awareness—**  
Sees things from multiple points of view. Keeps up to date with issues that affect responsibility.
- **Customer Experience—**  
Leverages positive experiences to create customer loyalty and long-term relationships.

#### RELATED COMPETENCY CATEGORIES:

- **Stress Management—**  
Differentiates between positive and negative stress. Maintains a balanced attitude.
- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships inside and outside the organization.
- **Communication—**  
Practices active listening supported with meaningful oral and written information.
- **Influence—**  
Consistently directs situations and inspires people for an all-win environment.
- **Adaptability—**  
Open-minded. Demonstrates flexibility when faced with changes at work.

## Attitudes for Service

### SUMMARY

The foundation of creating a customer service culture is understanding expectations, going the extra mile, and being a customer advocate. Applying behaviors of helpfulness, genuine interest, and respect moves customers from hostile or ambivalent toward supportive and enthusiastic.

### CONTEXT

It sounds simple, but successful organizations recognize that customer satisfaction stems from a series of interconnected causes and disciplines, and that customer loyalty drives profitability and growth. This complete experience is what can cause a customer to become a champion for an organization.

This module begins with taking 100% responsibility for yourself and the attitude you convey. Each time you come into contact with a customer, your attitude is showing. The challenge is to maintain a friendly, low pressure, and high service environment for your customers and keep yourself productive and service-oriented throughout your day.

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### At the completion of this module, participants will be able to:

- Assess Customer Service Attitudes to set goals for improvement
- Apply Attitude Control Principles to manage their attitudes
- Incorporate the Four Drivers of Customer Service to build customer relationships
- Use conversational language to keep the interaction low pressure

*"You must take personal responsibility. You cannot change the circumstances, the seasons, or the wind, but you can change yourself. That is something you have charge of."*

—Jim Rohn