



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

• **Customer Experience—**  
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

• **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.

#### RELATED COMPETENCY CATEGORIES:

• **Conflict Resolution—**  
Creates harmony in stressful interpersonal situations and brings people together who have been separated by their differences.

• **Attitude—**  
Maintains a friendly, positive, and enthusiastic outlook.

• **Communication—**  
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

# Manage Customer Expectations

## SUMMARY

Customers typically do business with organizations that they believe have the capability to meet their expectations. Every direct or indirect interaction with a customer potentially impacts their experience positively or negatively. Using a proven process gives you confidence in your ability to be a hero and exceed your customers' expectations.

## CONTEXT

You have far more potential to develop long lasting relationships and future business by managing customer expectations in a realistic way. Customers continue to do business with organizations that deliver on what they promise. In addition, customers continue to do business with organizations that they feel have treated them fairly.

In this module, you examine ways that you can exceed your customers' expectations by setting, monitoring and influencing their expectations. You begin by discussing the importance of accentuating the positives of doing business with your organization. Then you analyze the expectations that your customers bring to you and sure-fire ways to enhance their experience.

---

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

- Determine the expectations of their customers
- Utilize a customer expectations management process
- Manage customer expectations in order to exceed them

*"This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back."*

—John Ilhan