



## BILL OF RIGHTS

Here is a bill of rights, from the customer's perspective.

- You have the right to claim customer service, but I have a right to decide if you really deliver.
- You have a right to financial efficiencies, but I have a right to choose a business that focuses on *experience effectiveness* (i.e., doing the RIGHT things).
- You have a right to enforce policies, but I have a right to challenge you on them.
- You have a right to focus on customer attraction versus retention, but I have a right to leave because you didn't make me feel valued.
- You have a right to develop self-serve technologies, but I have a right not to use them.
- You have a right to direct me through a phone queue, but I have a right to dial 0 when I'm lost and just want a human.
- You have a right to make mistakes, but I have a right to solutions.
- You have a right to hire whoever you want, but I have a right to polite, knowledgeable interactions.
- You have a right to consider me a difficult customer, but I have a right to my perception of my experience.
- You have a right to talk to your friends when I am waiting for service, but I have a right to talk to mine about your service when I leave.
- You have a right to build a business that meets your needs, but I have a right to choose a business that meets mine.

**Small changes**  
**can lead to** **BIG**  
**outcomes**

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