



What is good customer service?

- **Service is judged by care, not outcomes** - People don't decide service quality solely by whether they got what they wanted.
- **Empathy transforms the experience** - A caring tone makes a "no" feel completely different.
- **Effort builds loyalty** - Trying hard on someone's behalf matters more than the final result.
- **Understanding the customer's goal is key** - Good service is helping them feel seen, even when rules can't be changed.

