Your Leadership lays the Foundation for Red Carpet Success.

When you Roll Out the Red Carpet for Customers, they run out and tell everyone they know.

Your customer service is only as good as your least engaged employee.

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7 STEPS TO RED CARPET LEADERSHIP

1. **EXPECT**
   - Start with your Core Values.
   - Define Actionable Expected Service Behaviors.
   - Set and Share Measurable Goals - for Implementation & Results.
   - Lead by Example.

   This step sets the stage for how and who you hire; how you onboard and orient new team members; what skills you train; and how and what you communicate.

2. **ENGAGE**
   - What do we Start? What do we Stop? What do we Continue?
   - Host a Customer Experience Idea Contest.
   - Red-Carpet Rounding.

3. **EXCITE**
   - Treat THEM to a Red-Carpet Experience.
   - Make it Fun, Exciting and Special.
   - Find new ways to tell the same story.

4. **EVALUATE**
   - Treasure it? Measure It!
   - Continually Share the Results.
   - Celebrate Success.
   - Look Within - What Needs to Change?

   Evaluate Embrace Continuous Improvement

5. **EN_Courage**
   - Communicate Continuously.
   - Tell Stories worth Sharing.
   - Say Thank You - Specific, Sincere, Spontaneous, Soon.
   - Coach for Correction.
   - Praise can be public; Correction is always private.

6. **EMPOWER**
   - Interactive Skills Training
   - Remember that training is more than a one-time special event
   - Give them tools
   - Give them guidelines
   - Define One-Step Decisions/Two-Step Decisions

7. **EMBRACE CONTINUOUS IMPROVEMENT**
   - What are our HITS?
   - What are our MISSES?
   - What will we do to turn our MISSES into HITS?
When you Roll Out the Red Carpet, they Run Out and Tell Everyone They Know.

Red Carpet Customer Service is about making the person in front of you feel like the most important person in the room.

Regardless of your job title, you can take a LEADING ROLE in delivering red carpet customer service.

You Have a Choice in Every Situation. Choose to take Ordinary Interactions and Turn them Into Extraordinary Encounters.

Smile, Speak First and Call Them By Name
Take Responsibility from Start to Finish
Anticipate Customer Needs
Remember to WOW
Seal it with a Smile and Invite them Back

Treat Customers Like Stars

Treat Upset Customers to Red Carpet Customer Service

Make Movie Moments

Remember To

Show Up with Passion!
Stand in the Shoes of the Customer
Create the Illusion of the First Time
Know Your Stuff!

Get to Know Your Customers
Personalize, Surprise and Delight

Look and Listen for Opportunities to WOW!