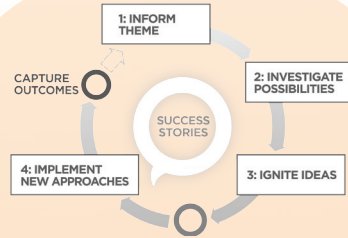


AT A GLANCE:

MAKE A DIFFERENCE



WHAT'S THIS THEME ABOUT?

When customers and colleagues are telling their friends about their experience with us, what do they remember most?

When you Make a Difference, you're providing something that is hard to re-create, and customers believe they really matter to your business. 'Make a Difference' is about those small things that customers remember as the 'special touch'.

When we 'Make a Difference', we are:

- Confirming the uniqueness of our company and our brand
- Demonstrating that the customer is at the heart of our every decision
- Each taking responsibility to find ways to "WOW" our customers

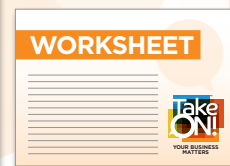
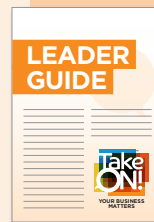
WHY IS THIS IMPORTANT?

The expectation that our customers have for great customer service has never been higher. Simply delivering a product or service isn't enough to make a business the market leader. In fact, sometimes **the customer experience is a more powerful driver toward customer loyalty than the product itself!**

If we offer the same service and experience as everyone else we may not be able to differentiate ourselves and create customer loyalty. We need a competitive edge, and our best advantage is our people.

By surprising and delighting our customers every time, we can add that extra ingredient that sets us apart from the rest.

Whether it's an external customer or colleague, we want to hear people saying, **"Thank you. That really Made A Difference!"**



IDEAL OUTCOMES

- Staff understand how they can **Make A Difference** for customers and colleagues
- Consistently great, yet unique customer experiences
- Excited customers!

"Attitude is a little thing that makes a big difference"

Winston Churchill

CONVERSATION SHAPER

