# Effective Ways to

# Map Customer Experience



# Specific

Set a very specific goal for your customer service team and define the goals clearly so that every member is exactly aware of the tangibles to achieve.



### Measurable

The goals you set should be measurable and they must be specific against quantifiable metrics.



# Achievable

Good service managers know how setting achievable goals keeps the team motivated.



### Relevant

The effort of your customer service measures can best be realized only when it's in the right direction.



### Time-bound

A clearly laid-out deadline can always motivate your customer team to achieve the goal in a specific time period.

# **Good Customer Service Goals**

**JA Banks** 

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