

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

Huangqi Zhang



Good Customer Service Goals:

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