



# Best Practices to Provide Legendary Service & Support

Many companies claim to be customer centric. Some talk about, some fall short, and some actually do it. Having systems and procedures that enhance the customer experience is important, but being committed to provide legendary service & support is within everyone's reach. Darin Vandecar, Executive Director of Operations at ViaWest, shared with all of ViaWest, and is now sharing with you best practices everyone can incorporate to earn a place in the hearts and minds of all of our customers.

## How To Create Legendary Service & Support

- 1. Create a "Moment of Truth"**  
Every interaction with a customer is an opportunity to create a "Moment of Truth" to build your relationship.
- 2. Customers Value Authenticity**  
Practice being open, transparent and direct with customers. Be genuine, be yourself!
- 3. Be Your Customers Advocate**  
If you see potential for customer dissatisfaction, be a champion within your company to correct it!
- 4. Use Laser Listening**  
When a customer is involved, block out distractions, stop juggling priorities and focus on what the customer needs and bridge the gap!
- 5. Operate "Above the Line" by owning the customer experience**  
If you see a problem, Own it – Solve it – Do it!
- 6. Complaints are an opportunity to create Legendary Service & Support**  
recognize that any effort put into resolving complaints makes us that much better for all of our customers!
- 7. Over-Deliver**  
it's always better to under-commit and over-deliver than the opposite – Make & Keep Commitments!
- 8. Diversify your Personal Development**  
Make great customer service skills part of your personal development plan!
- 9. Support a Legendary Service & Support culture**  
By catching others doing the above and share with others!

"Using these best practices consistently builds the foundation to achieve Legendary Service & Support!"

- Darin Vandecar

### Author Darin Vandecar

Darin is Executive Director of Operations at ViaWest. Darin has lead global customer service organizations for both Intel and EMC. He is committed to building cultures where employees are inspired and empowered to deliver exceptional customer service experiences. Darin enjoys serving in his community as a long term member of his local Search and Rescue team, is an avid cyclist, and a father of 5 children that share many of his outdoor interests.