

# FIVESTAR

☆☆☆☆☆ Customer Service Strategies, LLC

## Image Building

### What steps are you taking to improve your organization's image?

Writer and speaker, Tom Peters declares, *"Everything in your organization is by design and every person in your organization is a designer!"*

Is everything in your business by design? Design is the purposeful thought-or lack of it-that you put into creating an internal and external experience for your customer. Design is a tool that can give you a strategic advantage. Does your business have a consistent look and feel that consists with the core ideas that you want to impart? When it comes to creating an image for your business, what your customers see and feel is as important as what they hear. To convey an image of professionalism and stability, you'll need a diversity of top-quality tools that work together.

#### Image Checklist:

What is the "look and feel" of your business?

Is your environment stimulating for both employees and customers?

Is everything by design?

What branding do you use to differentiate your business from your competition?

Is your website easy to navigate?

Are your manuals user-friendly?

Is your image professional from A-Z?

Are you sending a consistent, uniform and positive message?

Are you looking for ways to unify your team and establish a heightened team spirit?

FiveStar can help enhance your business image:

- Scripting...developing "best responses" for key service encounters
- Logo Development
- Merchandising
- Technology (e-mail and voice mail etiquette)
- Signs
- Uniforms/Name Badges
- Polish printed material to ensure clarity, uniformity and professionalism
- Displays
- Decals
- Personalized posters
- Curb appeal
- Presentation Development
- Concierge Service
- Handbooks/Activity Guides
- Organization
- Developing a "service strategy"
- Visual presentation
- Bulletin Boards