Delivering World-Class Service to Your Constituents

*Lessons From the Mouse*

Presented for the

*Texas Association of Counties*

by Dennis Snow
Look At Everything Through the *Lens of the Constituent*
Service Mapping
Service Mapping

1. Ride bus to hotel
2. Enter lobby
3. Ride elevator
4. Enter room
5. Walk to room
2 Pay Attention to the Details: *Everything Speaks*
For your convenience ice machines are located on the floors above and below this floor.
“Attitudinal” Backstage
### Everything Speaks

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<th>Everything Speaks Distracter</th>
<th>Everything Speaks Commitment</th>
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Create Moments of Wow
Customer (Constituent) Expectations

- Advice
- Partnership
- Availability
- Accuracy

- Wow Opportunities
- Dissatisfiers
Customer/Constituent Loyalty
Lens of the Constituent

Everything Speaks

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