More to this than meets the eye...
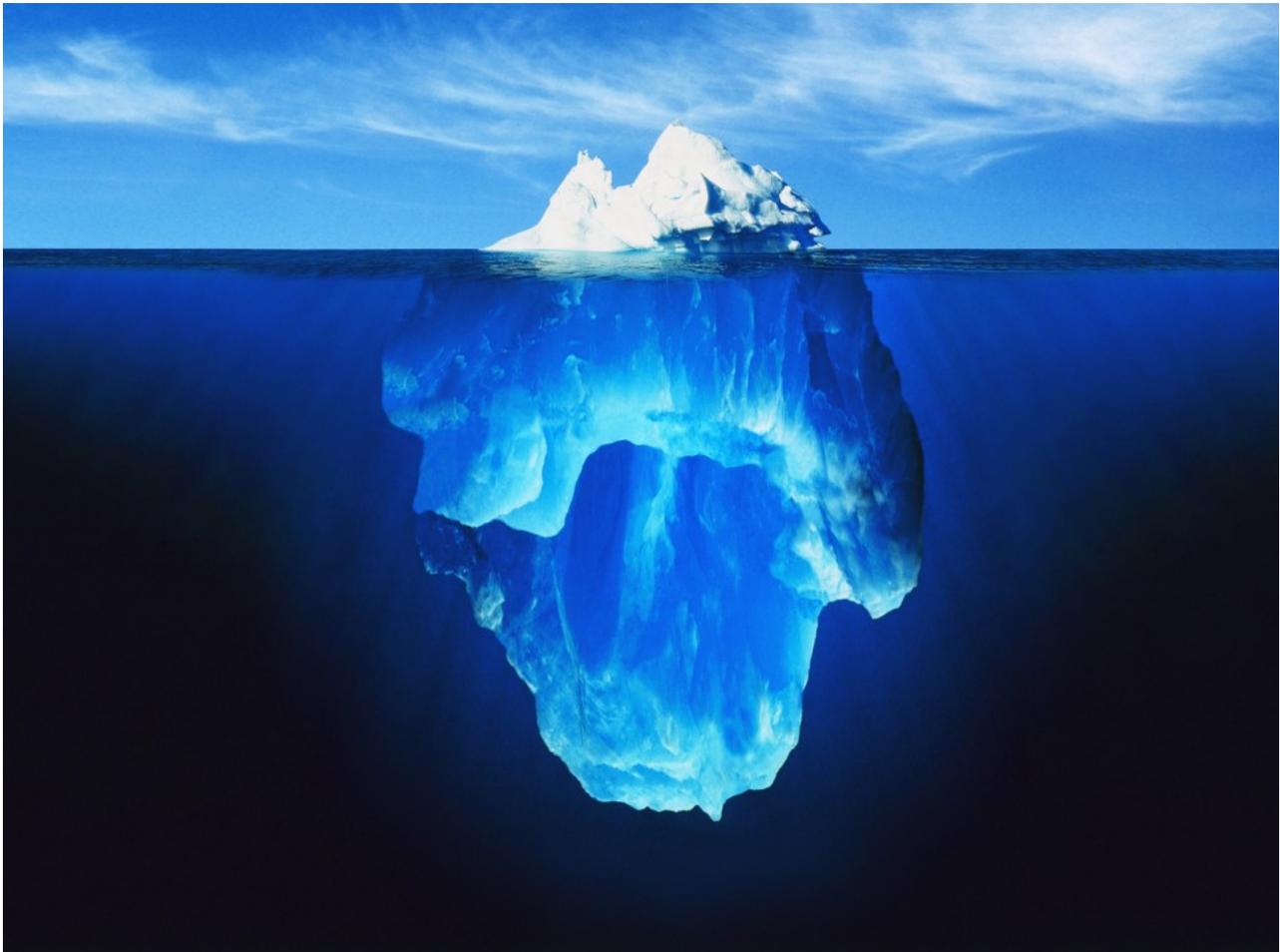
I had an interview yesterday and the conversation turned to "customer service". I was asked to give an example of where I had demonstrated good customer service. What I was being asked for was an example where the customer had experienced my service directly.

The fact is that all I do is geared toward delivering good customer service, just that a lot of the time the customer does not see what I do, although they will experience the outcome. It is the outcome upon which I will be judged. Knowing and understanding this is what makes me customer focused and part of how I add value.

To build, manage and maintain an operational environment I employ service management, a framework of best practices for delivering desired outcomes for my customer. Whether or not the customer sees that activity is another matter.

A common example that will touch everyone is the Service Catalogue. The Service Catalogue is a focal point for any operation and consists of 2 main service types, customer facing services and internal services.

- **Customer facing services** aresomething the customer recognises and may use. E.g. ERP, desktop computing, printing, VPN, service desk, change management.
- **Internal service** are those required to make the customer facing services work. E.g. Networking, storage, license management, supplier contract management, financial management.

In other words, my internal services are still customer focused although they are not customer facing. Good customer service relies upon a consistent approach to deliver what is needed, discarding what is not needed, and ultimately creating better outcomes for my customers.

Just as most of the iceberg is out of sight, so is the effort for creating and delivering good customer service. However the customers impression will be based upon on what they see and experience which, after all, is all they should need to be concerned with.