



MASTER the 7 SERVICE TRIGGERS

The Powerful Method
for Preventing
Customer Service
Issues from Happening
in the First Place

An Online Training Course from
CustomersThatStick.com

WORKSHEET: MODULE 1

The Power of the Service Triggers



THE SEVEN SERVICE TRIGGERS

1. Being Ignored
2. Being Abandoned
3. Being Hassled
4. Being Faced With Incompetence
5. Being Shuffled
6. Being Powerless
7. Being Disrespected



Exercise 1

As a consumer, which service trigger is your “hot button”?

How does this make you feel?

After an employee or organization presses your hot button, are you likely to return to that business in the future? Why or why not?



Exercise 2

What are the top three customer service issues you face in your position?

1.

2.

3.



Anticipating service triggers is an excellent way to practice proactive customer service!



Exercise 3

What are the top three Service Triggers that get set off for customers in your department and/or organization? Why?

1. _____

2. _____

3. _____



Open Question: Recall a time where you were working hard to deliver a good experience but a customer's trigger was pulled anyway. Where was the disconnect?