

# EXCELLENCE



**Circle of Customer Excellence** is not a program – it is who we are and how we operate. Sodexho believes in service spirit, team spirit and the spirit of progress. By working together as a team—every person focused on serving the customer—we will continue to grow our business and make progress. It starts with you and every interaction you have with every customer. *Is it ordinary or memorable?* Make the customer look forward to seeing us every day with your interactions – that is the Circle of Customer Excellence.

## How do we create **CUSTOMER SERVICE EXCELLENCE** at my unit?

- 1 EVALUATE** ASSESS YOUR TEAM. *Use the tools on the MRC & consult your region's CCE champion to decide which level of training your team needs and how often they need it!*
- 2 TRAIN** YOUR TEAM NEEDS TO BE TAUGHT! *All of the tools are designed and accessible to your team on the MRC on a daily basis. Training should not just happen at orientation!*
- 3 LIVE IT** LEADERS SET THE EXAMPLE. *Remember the Golden Rule? Use the S.H.I.R.T. tool in how you treat your employees, as well as your customers to create an environment where your CCE Stars will shine!*
- 4 FOLLOW UP** REWARD YOUR STARS! *Utilize the new division CCE Star recognition program by nominating team members who exemplify how to WOW a customer. Make goals to change behavior that is not ideal and make an example of behavior that sets the standards high. For more information, contact Alison Barclay at [alison.barclay@sodexhoUSA.com](mailto:alison.barclay@sodexhoUSA.com).*

*"Making customers our first priority must be part of our daily mission. Our award-winning food along with attention to service details will differentiate us in the marketplace. The tools that the Circle of Customer Excellence program provides are the cornerstones to achieving a world class experience. To succeed, our teams must follow the four step process of evaluate, train, live, follow-up. We strive to be the market leaders, not only for food quality, but for defining customer service"*

— Jim Jenkins, Division Vice President  
Sodexho Campus Services