



DEFINING A SERVICE OBJECTIVE

“A service objective is:”

an expectation of an organization that is created by its customers they expect to be sustained

OR

an expectation that an organization communicates to its customers that it intends to sustain



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If you believe that trust is a basic building block of a commercial relationship (not to mention personal ones,)

then a basic foundation of trust is stating what you will do and doing it, over and over.

That's a service objective!