### Customer Expectations

Wow  
Opportunities

**Advice**

**Partnership**

**Availability**

**Accuracy**

Dissatisfiers

Adapted from Gallup research

|  |  |
| --- | --- |
|  | **Service Behaviors** |
| **Accuracy** |  |
| **Availability** |  |
| **Partnership** |  |
| **Advice** |  |