



Table of Contents

The Challenge	1
The Pyramid of Successful Service	2
The Remarkable Service Infrastructure	2
The Foundation – Service-Based Leadership	4
1 st Triad Requirements	5
➤ Organizational Values and Culture of Service	
➤ Clearly Defined Expectations – The Operations Plan	
➤ Detailed Organization, Operating, and Training Systems	
➤ Common Characteristics of 1st Triad Requirements	
2 nd Triad Requirements.....	8
➤ Member-Desired Products and Personalized Service	
➤ Planning, Execution, Benchmarking, Review, and Accountability	
➤ Continual Product, Service, and Process Improvement	
➤ Common Characteristics of 2nd Triad Requirements	
3 rd Triad Requirements	12
➤ Disciplined Hiring and Screening for Success	
➤ Skills, Knowledge, and Empowerment Training	
➤ Service-Enabling Technologies	
➤ Common Characteristics of 3rd Triad Requirements	
Feedback Loops – Listening to What the Members are Saying	15
Implementing a Remarkable Service Infrastructure	16
Staying with the Plan and Going the Distance	11
Summary	17