

S



Service-Oriented
BE WELCOMING

Putting customer happiness first.
Every interaction prioritises customer needs, making exceptional service the core of business, customer experience (CX), user experience (UX), and disabled customer experience (DCX)

M



Mindfulness
BE EMPATHETIC

Showing empathy and care.
Be attentive to internal and external customers' emotions, preferences, and circumstances in every interaction, fostering an environment conducive to well-being and prosperity.

I



Integrity
BE CONGRUENT

Creating a culture of Trust, Engagement, and Community.
Foster long-term confidence in customers, employees, and the wider community by consistently doing what's right and upholding the highest ethical standards.

L



Listening
BE ATTENTIVE

Using feedback and feed-forward to drive progress.
Ensure both internal and external customers feel heard, and leverage their insights to foster continuous improvement.

E



Excellence
BE READY

Prioritising EX to deliver excellence.
Recognising employee experience is essential for creating a positive and lasting impact on both customers and teams.



VALUED & WELCOMED

Ensure clear information and ease of doing business by offering customers accurate and straightforward details about products, services, pricing, and policies in a simple and efficient way.

UNDERSTOOD & RESPECTED

Foster a supportive environment that prioritises employee well-being, personal development, and professional growth, ensuring they feel cared, motivated, and empowered to succeed.

CONFIDENT & REASSURED

Communicate with transparency by openly sharing terms, processes, and actions in an honest and straightforward manner. Ensuring clarity and fostering trust throughout the journey.

CARED FOR & IMPORTANT

Implement a feedback-driven improvement system that actively listens to both employees and customers, ensuring their input is valued and actions are taken consistently.

PROUD & LOYAL

Provide opportunities for development by ensuring all employees have the tools and training needed to perform their roles effectively.

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WELCOMED & VALUED

- Make eye contact
- **SMILE YOU ARE IN JERSEY, HEY!**

Greet and acknowledge customers within a minute.

M



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 Be attentive to internal and external customers' emotions, preferences, and circumstances in every interaction, fostering an environment conducive to well-being and prosperity.

UNDERSTOOD & RESPECTED

- Tilt your head
- "I understand."

Be genuinely interested in your customer with care, empathy, and respect.

I



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CONFIDENT & REASSURED

- Engage your body
- "You can count on me."

Be honest about what you can and cannot do, stay solution focused.

L



Listening
BE ATTENTIVE

Using feedback and feed-forward to drive progress.
 Ensure both internal and external customers feel heard, and leverage their insights to foster continuous improvement. .

CARED FOR & IMPORTANT

- Build rapport
 - "I hear you, tell me more."

Let customers express their needs, allow them to engage, then acknowledge & respond.

E



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BE READY

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 Recognising employee experience is essential for creating a positive and lasting impact on both customers and teams.

PROUD & LOYAL

- Smile with your eyes
- "I'm here to help"

Take pride in completing tasks accurately, in a timely manner to exceed customer expectations.



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Greet and acknowledge
customers
within a minute.



**WELCOMED &
VALUED**



- Eye contact
- Open posture
- Nodding
- Leaning in
- Relaxed hands



**• SMILE YOU ARE IN
JERSEY, HEY!**

- "How can I assist?"
- "I'm here to help."
- "Let's solve this together."
- "I'm listening."
- "À la préchaîne"

M



Mindfulness
BE EMPATHETIC

Showing empathy and care.
Be attentive to internal and external customers' emotions, preferences, and circumstances in every interaction, fostering an environment conducive to well-being and prosperity.

Be genuinely interested
in your customer with care, empathy, and respect.



UNDERSTOOD & RESPECTED

- Tilt your head
- Calm demeanor
- Attentive posture
- Soft smile
- Soft, steady voice

- "I understand."
- "I'm here for you."
- "I'm paying attention."
- "I can see how this matters."
- "I'm with you."



Creating a culture of Trust, Engagement, and Community.

Foster long-term confidence in customers, employees, and the wider community by consistently doing what's right and upholding the highest ethical standards.

Be honest

about what you can and cannot do, stay solution focused.



Integrity
BE CONGRUENT



CONFIDENT & REASSURED



- Engaged body
- Steady eye contact
- Honest expressions
- Open hands
- Confident stance



- "You can count on me."
- "I'll keep my word."
- "Trust is important."
- "We'll resolve this fairly."
- "I'll be transparent."

Using feedback and feed-forward to drive progress.
Ensure both internal and external customers feel heard, and leverage their insights to foster continuous improvement. .

Let customers express their needs,
allow them to engage,
then acknowledge & respond.



CARED FOR & IMPORTANT



Listening
BE ATTENTIVE

- Build rapport
- Active listening
- Nodding in agreement
- Mirroring
- Open hands
- Leaning forward

- "I hear you, tell me more."
- "What you say matters."
- "I'm paying attention."
- "Let's make sure we get it right."

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Prioritising EX to deliver excellence.

Recognising employee experience is essential for creating a positive and lasting impact on both customers and teams.

Take pride

in completing tasks accurately, in a timely manner to exceed customer expectations.



PROUD & LOYAL



- Smile with your eyes
- Pride in personal appearance
- Upright stance
- Direct eye contact
- Enthusiastic gestures



- "I'm here to help."
- "I'll go above and beyond."
- "We'll exceed expectations."
- "Quality is our promise."
- "I'm committed to excellence."
- "We'll make it right."



Excellence
BE READY

E