



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



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.

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.

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.

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.

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.

Using feedback and feedforward to drive progress.

Ensure both internal and external customers feel heard. and leverage their insights to foster continuous improvement...

CARED FOR & IMPORTANT

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

experience is essential for creating a positive and lasting impact on both

PROUD & LOYAL

Provide opportunities for development

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

Prioritising EX to deliver excellence.

Recognising employee customers and teams.





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)



WELCOMED & VALUED

• Make eye contact

Greet and acknowledge customers within a minute.

SMILE YOU ARE IN JERSEY, HEY!



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.

UNDERSTOOD & RESPECTED

• Tilt your head

• "I understand."

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



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.

CONFIDENT & REASSURED

Engage your body

• "You can count on me."

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



Excellence

BE READY

Using feedback and feedforward 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.

Prioritising EX to deliver excellence.

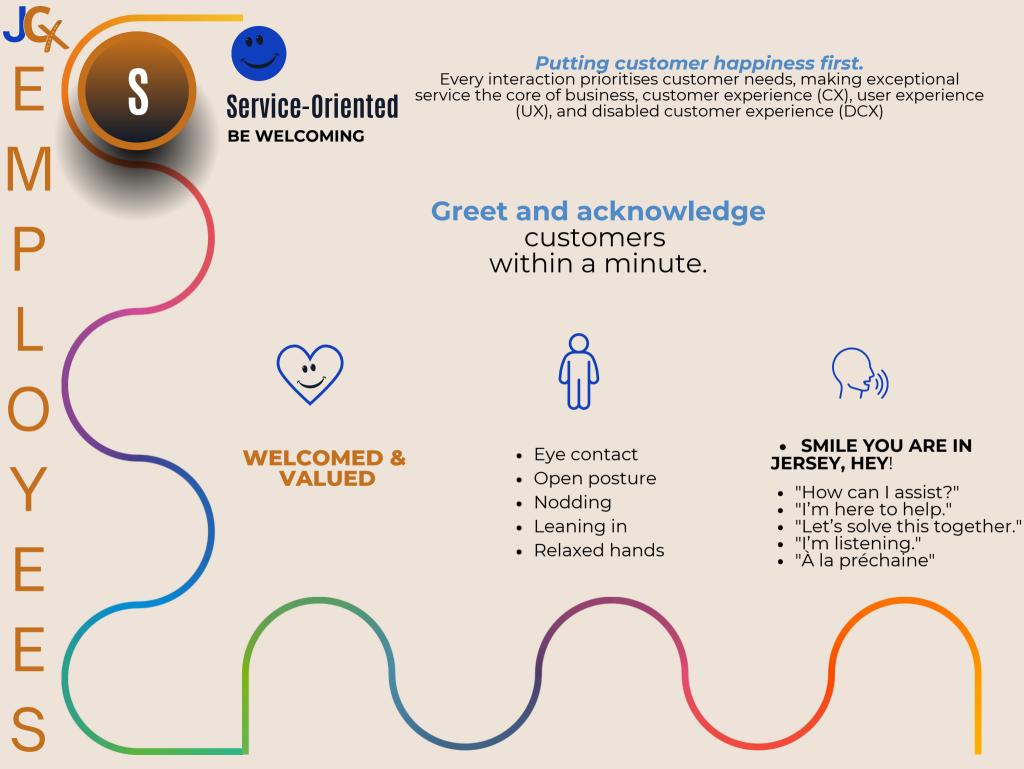
Recognising employee experience is essential for creating a positive and lasting impact on both customers and teams.

PROUD & LOYAL

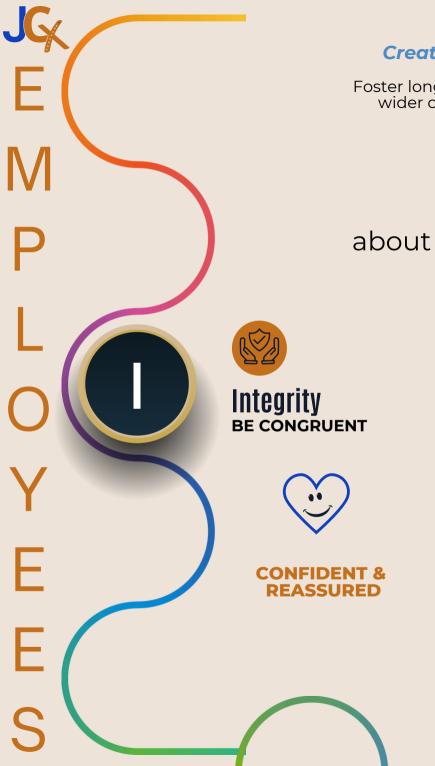
• Smile with your eyes

• "I'm here to help"

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







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

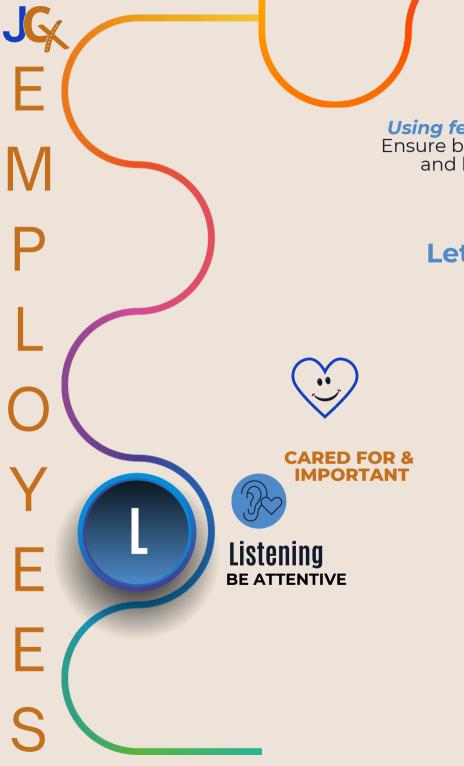
about what you can and cannot do, stay solution focused.



- 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.



- 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."

