

The **ROLE** of **VALUES** in Customer Interactions

Values shape how we treat others—and ourselves.

Values are the central truths, laws or beliefs from which arise the social rules of conduct.

The strength of our values determines how consistently we uphold them and the stress we feel when we violate them. Values govern our behavior 24/7.



Three foundational values drive positive customer interactions:

1. **Respect**—Treat others with **kindness and support**, both in and out of their presence.
2. **Honesty**—Be **fair and truthful** in all interactions.
3. **Trust & Integrity**—**Do what you say you'll do**, even when no one is watching, regardless of the cost.

Living by these values builds stronger relationships and fosters lasting customer trust.

