

Think customer service

because members matter!

**1**

First impressions count

Enter your co-op with the eye of an applicant or customer. A new applicant's perception is their reality. First impressions are important because they tend to linger in your memory. It doesn't matter whether first interactions are on the phone, via chat, or via mobile: make them count!

**2**

Respect your members' time

Are you considerate of your members' time? Members have busy lives and many commitments to their work, family, and community. Customer service delivered late is a defect in your service. Any delays of service should be explained and clearly communicated.

**3**

Commit to ongoing education

Education is an investment for your community. Invite all co-op members to workshops on communication and healthy co-op culture and make sure to include training at each and every one of your members' meetings.

**4**

Inclusive and respectful language matters

It is extremely easy to say the right thing, but to express it badly. Actively work on the language you use with members to ensure your co-op communicates in a professional, respectful and inclusive manner.

**5**

Ask your members

Give your members the opportunity to provide feedback about how the Board and management are doing. Make sure to tell your members how you plan to improve and make use of their suggestions.