BLUEBIRD CORE VALUE WORKSHEET

Wow the Customer

> Bluebird states: **"We deliver speed and clarity."** The same page states: **"We strip away technical jargon and give you straightforward answers."**
> Source: bluebirdfiber.com/going-beyond

The customer judges clarity. A clear update lets the customer state what will happen next and when. This worksheet uses one outage update to practice that standard.

1. Analyze the update

Underline the sentence that states an estimate as a fact.

FICTIONAL OUTAGE UPDATE, SENT AT 10:40 A.M.

Our field crew located the fiber cut at the river crossing on Route 9. Splicing started at 10:25 a.m. Service will be restored by 1:00 p.m. The next update will follow at 11:30 a.m.

2. Rewrite the sentence

State the estimate as an estimate. Include what the time depends on and when the customer will hear next.

3. Check what the customer repeats back

On your next customer update, ask the customer contact to state the next step and its time. Record the answer in their words.

4. Observer record

Occasion and date	
What the leader said	
What the customer repeated	
Score	1 Missed · 2 Prompted · 3 Independent · 4 Adapted · No opportunity