

# Environmental Changes to Boost Customer Success

## TIP SHEET

### FIRST IMPRESSIONS ARE LASTING

- Rearrange furniture to reduce congestion.
- Eliminate clutter.
- Use light colors to create the feeling of space. Blue, green and purple are calming colors.
- Use signage to make your office easier to find and more welcoming.



### SETTING THE BAR HIGH

- Hang motivational artwork that shows diversity.
- Consider if you need uniformed security and metal detectors.
- Decorate with comforting paintings.



### TIDY, TRANQUIL, TRANSFORMATIVE

- Play soft music or use noise machines.
- Train staff to use lower speaking volume.
- Arrange waiting room seats facing out, and not directly across from other seats.
- Use soft lighting to reduce stress.
- Decorate with plants to promote tranquility.

### ANOTHER SATISFIED CUSTOMER!

- Train staff in customer service.
- Use friendly greetings.
- Add drop boxes and special lines for quick transactions.
- Seat customers corner to corner rather than across from staff.

