



Customer Service Excellence Training

The BlessRun standard for 5-star service in every interaction

*"Whatever you do, work at it with all your heart,
as working for the Lord."*

— Colossians 3:23

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"Whoever wants to become great among you must be your servant."

— Matthew 20:26

MODULE 1 · FOUNDATION

The BlessRun Service Philosophy

Customer service is not a department — it's an attitude. At BlessRun, every provider is a brand ambassador.

The 5 Pillars of BlessRun Excellence

Reliability	You do what you say you will do, when you say you will do it. Every time.
Compassion	You treat every client as a person with real needs, not a transaction.
Professionalism	Your appearance, communication, and behavior reflect a serious business.
Integrity	You are honest, transparent, and trustworthy in every interaction.
Initiative	You anticipate needs and solve problems before clients have to ask.

The Golden Rule of Service

Never do to a client something you would not want done to you. If you feel unsure about an action, ask yourself: "Would I be comfortable if the client could see exactly what I'm doing and why?"

MODULE 2 · FIRST CONTACT

First Impressions That Last

People form lasting impressions in the first 7 seconds of an interaction. First impressions are often formed before you ever meet — through your messages and response speed.

Response Time Standards

Channel	Target	Maximum
Phone call	Answer live or call back within 30 min	2 hours
Text message	Within 1 hour during business hours	4 hours
Facebook/Instagram DM	Within 2–3 hours	Same day
Email	Within 4 hours during business hours	24 hours

✓ Pro Tip

Send a quick acknowledgment if you can't respond immediately: "Hi [Name]! Got your message — I'll follow up within the hour."

MODULE 3 · THE VOICE OF BLESSRUN

Communication Mastery

How you communicate is as important as what you communicate. Tone, speed, word choice, and clarity all shape the client's experience.

Words That Work vs. Words to Avoid

Instead of saying...	Say this instead...
<i>That's not my job</i>	Let me find the right person to help you with that
<i>I don't know</i>	Great question — let me find out and get back to you
<i>You'll have to...</i>	What I'd recommend is...
<i>Calm down</i>	I understand — let's figure this out together
<i>No problem</i>	Absolutely / Of course / My pleasure
<i>I can't</i>	Here's what I can do...

MODULE 4 · CONNECTION

Active Listening & Empathy

The most common customer service complaint is not being heard. Active listening is a learnable skill that sets great providers apart.

The HEAR Method

H — Hear

Stop talking. Give your full attention. Put your phone down.

E — Empathize

Acknowledge their feeling before jumping to a solution.

A — Ask

Ask one clear clarifying question to make sure you understand.

R — Respond

Only then — respond with a clear, actionable answer or solution.

Empathy Phrases That Work

Acknowledge the person first. Use these phrases naturally:

"I completely understand why that would be frustrating."

"That sounds really stressful — let's see what we can do."

"I appreciate you letting me know. Your feedback helps me serve you better."

"I hear you — and I want to make this right."

MODULE 5 · GRACE UNDER PRESSURE

Handling Difficult Situations

How you handle difficult interactions determines whether you lose a client or earn a loyal advocate. The goal is never to "win" — it's to resolve.

The 4-Step Conflict Resolution Formula

Step 1: Acknowledge

Say what you heard in your own words before defending anything.

Step 2: Apologize

Offer a genuine apology for the experience, even if you were not at fault.

Step 3: Act

Propose a specific, immediate solution.

Step 4: Follow Through

Do exactly what you said. Then check back in.

MODULE 6 · DIGITAL COMMUNICATION

Phone & Text Communication

Most of your client communication happens by phone and text. These channels carry your professionalism just as much as face-to-face interaction.

Phone Call Standards

- Answer with: "Thank you for calling [Your Name] with BlessRun — how can I help you today?"
- Smile when you speak — it comes through in your voice
- Take notes during every call — never rely on memory alone
- Summarize at the end: "Just to confirm, I'll [action] by [date/time]."
- Follow up every phone call with a text confirmation

Text Message Standards

- Always use proper punctuation and capitalization
- No abbreviations, slang, or excessive emoji
- Do not text clients before 8 AM or after 9 PM unless they initiate
- If a text exchange gets complicated, call instead

MODULE 7 · EXCELLENCE

Going Above and Beyond

Good service meets expectations. Great service exceeds them. The moments that earn 5-star reviews are the unexpected extras that show you genuinely care.

Small Touches That Leave Big Impressions

- Remember and use client preferences from previous visits
- Notice when a regular client seems off and gently ask if they're okay
- Send a handwritten thank-you card after a client's first month
- Remember client birthdays or anniversaries and acknowledge them
- Text a photo of completed grocery bags before delivery

The "One More Thing" Standard

Before completing any service, ask yourself: "Is there one more thing I could do to make this client's day easier?" These moments are what clients remember and tell others about.

MODULE 8 · RECOVERY

Managing Complaints Like a Pro

A complaint is a gift. Handled well, it can strengthen a client relationship more than if nothing had gone wrong at all.

How to Receive a Complaint

- Never interrupt — let the client fully express their concern
- Never become defensive until they feel heard
- Say "Thank you for telling me" — and mean it
- Agree on a specific resolution with a specific timeframe
- Follow through exactly as agreed, then check in afterward

Own It Fully

If you made a mistake, own it completely. Say: "I made a mistake and I'm sorry. Here's what I'm going to do to make it right: [specific action]." Clients forgive mistakes. They do not forgive dishonesty.

MODULE 9 · LONG-TERM RELATIONSHIPS

Building Client Loyalty

A loyal client is worth 10 one-time clients. They refer others, leave reviews, stay through price increases, and become genuine supporters of your business.

The Loyalty Ladder

New Client	They've hired you once. Their question: "Can I trust this person?"
Returning Client	They've come back. Their question: "Is this consistently good?"
Regular Client	They book without questioning. They're building a habit with you.
Advocate	They refer others and leave reviews. They're invested in your success.
Partner	They think of your business as part of their support system.

MODULE 10 · YOUR CERTIFICATION

5-Star Provider Certification Checklist

Complete this checklist before considering yourself certified. Return to it quarterly as a self-assessment.

Service Philosophy

- I can state the 5 Pillars of BlessRun Excellence from memory
- I know and live the Golden Rule of Service
- I understand the difference between good and 5-star service

First Impressions

- I respond to all messages within the target response times
- I maintain BlessRun professional appearance standards
- I have a professional email address and business phone number

Communication

- I use the BlessRun Voice in all client communication
- I have removed negative phrases from my vocabulary
- I send text confirmations for all appointments and completed services

Listening & Empathy

- I practice the HEAR Method in every client interaction
- I use empathy phrases naturally without sounding scripted
- I ask clarifying questions before proposing solutions

Difficult Situations

- I know the 4-Step Conflict Resolution Formula
- I can handle a complaint calmly and without defensiveness
- I know how to exit an unsafe situation professionally

Loyalty

- I keep client preference notes for every regular client
- I understand the Loyalty Ladder and how to move clients up it
- I ask for reviews consistently and professionally

"Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves."

— **Philippians 2:3**

You have completed the BlessRun Customer Service Excellence Training. Convenience With Compassion is not just a slogan — it's a promise you make to every client you serve.

BlessRun.com · Shop. Deliver. Bless.