

The Messenger

800-224-3731

9515 N SPRING VALLEY DR
PLEASANT HOPE, MO 65725

wanda@themathisgroup.com
keith@themathisgroup.com
kim@themathisgroup.com
www.themathisgroup.com

May/June 2026



A WOMAN-OWNED
SMALL BUSINESS

A Letter from Kim

Customer service excellence does not happen by accident — it is the result of intentional strategy, consistent behavior, and a culture that prioritizes the customer experience. The “10 Commandments for Superior Customer Service” offer a structured approach to building that culture, helping organizations create meaningful interactions that lead to loyalty, satisfaction, and long-term success. In this second issue, we explore the final five commandments, each of which plays a critical role in shaping a customer-centric organization.

10 Commandments of Superior Customer Service Part 2

6. Thou shalt measure the organization against the competition.

No organization operates in a vacuum. Customers constantly compare their experiences across industries, not just within them, which makes competitive awareness essential. Understanding how others deliver service helps companies identify gaps and opportunities for differentiation. This external perspective helps companies identify strengths, weaknesses, and opportunities for improvement.

Benchmarking against competitors also reveals emerging trends and evolving expectations. For example, if competitors offer faster response times, more flexible policies, or more personalized interactions, customers will begin to expect the same from you. By regularly evaluating how others deliver service, organizations can stay ahead of the curve and avoid becoming outdated or unresponsive. Competitive measurement is not about imitation — it is about understanding the landscape and intentionally choosing how to stand out.

7. Thou shalt allow customers to make decisions and feel special.

When customers feel heard and appreciated, loyalty grows. When organizations invite customers to participate in decisions — whether through feedback, surveys, or direct conversations — they create a sense of partnership. Once customers see that you are listening to their suggestions, they will feel more valued. This emotional connection is a powerful driver of loyalty.

Allowing customers to make decisions does not mean relinquishing control; it means offering choices, flexibility, and transparency. Whether selecting service options, choosing communication channels, or providing input on improvements, customers appreciate being included. When customers feel special, they become more engaged and more forgiving when issues arise.

10 Commandments of Superior Customer Service Part 2

8. *Thou shalt be accountable for solving the customer's problem without blame.*

Accountability is one of the most visible indicators of service quality. When something goes wrong, customers want solutions — not excuses. This mindset is essential for building trust.

Employees who take ownership create positive experiences even in difficult situations. Accountability means listening carefully, verifying what the customer is saying, apologizing when appropriate, and taking immediate action. It also means avoiding the temptation to pass the customer to another department or shift responsibility elsewhere. When organizations embrace a no-blame approach, they demonstrate professionalism, empathy, and commitment to customer satisfaction.

9. *Thou shalt involve workers at all levels of the organizational structure.*

Empowered employees are the backbone of exceptional customer service. When workers at all levels have the authority to resolve issues, customers experience faster solutions and less frustration. Every unnecessary transfer erodes trust and increases irritation.

Involving employees at all levels also fosters a culture of ownership and pride. When team members feel trusted and supported, they are more likely to go above and beyond. Empowerment requires training, clear guidelines, and leadership's confidence — but the payoff is significant: smoother interactions, happier customers, and more engaged employees.

10. *Thou shalt deliver strong support from top management.*

Leadership sets the tone for the entire organization. When top management demonstrates commitment to customer service, employees follow suit. A culture of service cannot thrive without visible, consistent leadership engagement. When leaders champion customer service, it becomes woven into the organization's identity rather than treated as a departmental responsibility.

Ultimately, these 10 Commandments form a comprehensive blueprint for building a customer-centric culture. When organizations follow these principles, they create environments where customers feel valued, employees feel empowered, and loyalty becomes a natural outcome. Customer service can make or break your organization, and these commandments provide the roadmap for getting it right.

2026 Boot Camp Dates

June 1-4, 2026	Live, Virtual PMP®
August 10-13, 2026	Live, Virtual PMP®
October 5-8, 2026	Live, Virtual PMP®
December 7-10, 2026	Live, Virtual PMP®

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PMP® EXAM PREP CLASSES

*You pass or we pay
for the 2nd and 3rd test*

Truth

Proverbs 16:3

Commit your work to the Lord, and
your plans will be established.

Proverbs 16:24

Gracious words are like a
honeycomb, sweetness to the soul
and health to the body.

There is only one boss. The customer.
And he can fire everyone in the
company from the chairman on
down, simply by spending his money
somewhere else.

Sam Walton

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We want to recognize students who have successfully passed the PMP® Exam.

What is your favorite food?

Red Curry

What is your favorite movie?

Monty Python and the Holy Grail

What are your favorite hobbies?

Skiing, running, cycling, lifting

How do you think the PMP® Certification will help your career?

I got in at a good time. I'm lucky that my company allows me the responsibility and authority without the PMP/PM title. Starting to see many organizations require the certification to even be hired or to start doing the work. The experience is required to get the job, is required to even apply for the requirement. May become a problem in the future.

What was the best thing about the PMP® Exam Prep Boot Camp?

Keith's knowledge of the exam and having us prepared for the question types. 300+ test questions direct from PMI!

What was the most challenging thing about the Boot Camp?

The materials themselves from PMI. Having to keep up with the pace using multiple different tools to make the book usable.

Please write a recommendation about our class.

The Mathis Group was recommended by 100% of the individuals I had asked when I started looking into the PMP. Every one of them said, "there's no way I would have passed the exam without this class." I couldn't agree more. Our class asked some great probing questions and at no point was Keith caught off guard. Truly an expert.

Fun - Word Scramble

CAN YOU UNSCRAMBLE THESE WORDS FOUND IN THIS MESSENGER?

OCINTA

TOIEPTNOCIM

SVIECER

PCPAAROTIEIN

USRCOMTE

HEREDALPSI

OINTSOUL

NIBRTULEP

TYAMEHP

LNESIT

STURT

NMMDTONMCSAE

EMEPRWO

OLTLAYY

MTITNMOCME

LNEEXECECL

RTRIPASNH

ULVAE

SVIECER = Service
OINTSOUL = Solution
STURT = Trust
ULVAE = Value

HEREDALPSI = Leadership
LNESIT = Listen
OLTLAYY = Loyalty
RTRIPASNH = Partnership

TOIEPTNOCIM = Competition
USRCOMTE = Customer
TYAMEHP = Empathy
EMEPRWO = Empower
LNEEXECECL = Excellence

OCINTA = Action
PCPAAROTIEIN = Appreciation
NIBRTULEP = Blueprint
NMMDTONMCSAE = Commandments
MTITNMOCME = Commitment



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AUGUST 10-13
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JULY 17 - INVENTING TOMORROW'S METRICS:

Shaping the Future of Project Management

AUGUST 7 - BUILDING RESILIENT PROJECTS:

Thriving in Times of Disruption

We know that it can be hard to schedule continuing education for your team. We offer free monthly webinars that can be watched as an individual or a group. This 1-hour of training can be used to hone skills that your team needs. We include a Webinar + Notes with discussion questions to guide your group to learn from each other. If you can't make it to the live session, a replay link will be sent out.

Register for our 2026 webinars today at www.themathisgroup.com/webinars