CUSTOMER FIRST GUIDE

Customer Success. Every Employee. Every Time.

Our Commitment:

We are dedicated to delivering exceptional experiences to every AWS member, partner, and customer we serve. This guide helps us keep customers at the heart of everything we do.

Customer First Principles:

1. **Be Prompt:**
   - Acknowledge inquiries within 24 hours (even if the solution takes longer).
   - Set clear expectations on when they will hear back.

2. **Be Empathetic:**
   - Listen actively. Understand their needs before responding.
   - Use positive, respectful, and helpful language.

3. **Be Accountable:**
   - Own the issue. If you can't solve it, connect them to the right person—and follow up.
   - Close the loop. Make sure the customer knows the outcome.

4. **Be Consistent:**
   - Align with our organization's mission and values in every interaction.
   - Ensure facts and information are accurate and consistent across teams.

Our Standards:

- **Response Time Goal:** First response within 1 business day.
- **Tone:** Warm, helpful, and solution-oriented.
- **Follow-Up:** Always follow through. No issue should feel unresolved.

Every Employee Can:

- Take initiative to help or find help for a customer.
- Share positive or challenging customer stories with your team.
- Celebrate great service – recognize colleagues who go above and beyond.

Why It Matters:

Our members rely on us—not just for services, but for a sense of **connection** and **trust**. Each positive interaction builds loyalty and strengthens our mission.

Remember:

Customer Success. Every Employee. Every Time.
Your actions shape how we are seen—and how the AWS mission grows.

A SATISFIED CUSTOMER IS THE BEST BUSINESS STRATEGY OF ALL

CUSTOMER LOYALTY

BUILD CUSTOMER TRUST

ATTRACT CUSTOMER