



Your Service Culture Guide

Expectation Communication Worksheet

Use this worksheet to identify situations where you may need to manage customer expectations so they don't encounter any unpleasant surprises.

Expectation	Technique	Communication Plan
Response time How long will it take?	Use clear and specific language. Example: "Your pizza will arrive in 45 minutes."	
Processes What will it be like?	Provide helpful information. Example: "You can schedule your pizza delivery ahead of time on Thursdays, Fridays, and Saturdays."	
Policies What are the rules?	Share important policies. Example: "We use contactless pizza delivery, so our driver will place the pizza box in front of your door."	
Fees What will it cost?	Disclose any additional fees. Example: "Our pizza delivery fee is \$4."	
Uncontrolled variables What's out of our control?	Update customers on anything unusual, even if it's outside of your control. Example: "We're unusually busy right now. Your pizza will arrive in 60 minutes."	