

# When customers recognize your customer-first approach

**By: Maxine L. Moreau, President,  
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It's not a customer's job to be heard – it's our job to hear them- that's what creates outstanding customer service. The quality of a brand's customer service is measured by putting customers first, listening to your customers and continually providing the level of service they've come to expect from you.

At CenturyLink, the consumer and small business brand of [Lumen Technologies](#), we've long relied on a customer-first approach. We have some

of the best, most caring customer service people in the industry. Customers aren't just saying "hear me." They are saying "know me." And our dedicated customer care people do just that.

Our customer-first approach resonates with our customers, and we are seeing more evidence of this by our recent recognition as the No.1 brand in Newsweek's [2021 list of America's Best Customer Service](#) in the category of "Online Services and Digital Products, Internet Service Providers (ISP)." CenturyLink is one of only three ISPs listed in this year's list.

CenturyLink's recognition by Newsweek is based on an independent survey of more than 25,000 U.S. customers who have either made purchases, used services, or gathered information about products or services over the past three years. The survey focused on our business to customer home ISP product service.

The survey participants ranked CenturyLink based on their willingness to recommend us to friends or family, as well as assessing CenturyLink in the following areas:

- **Quality of communications**

- Measures whether the contact (via e-mail, telephone or face-to-face) was friendly or



polite.

- **Professional competence**

- Measures the quality of information received and whether questions were answered correctly and in sufficient detail.

- **Range of services**

- Measures the variety of solutions available to fulfill one's personal expectations.

- **Customer focus**

- Measures whether the customer feels acknowledged and important.

- **Accessibility**

- Measures the availability of customer service in a shop or on a helpline.

### **CenturyLink's Customer-first Approach**

Our customer-first approach means we're constantly thinking of our customers' challenges, needs and goals. We're focused on communicating, being responsive, keeping our promises, and making it easy for our customers to get the service they deserve throughout their entire journey with us.

This recognition reinforces our strong heritage and reputation as a company that provides amazing customer service, in addition to remaining a trusted brand for residential and small business customers over our highly reliable and secure networks.

Through connectivity, reliability, and productivity, CenturyLink — as well as the entire Lumen family of brands — remains committed to a customer-first experience.

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### **AUTHOR**

Maxine Moreau is President of Lumen's Mass Markets division. She brings more than 30 years of experience to her role, which includes all aspects of the company's consumer and small business strategy, go-to-market and customer experience.



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