

American Express | Customer Care Principles

Winning the hearts, minds and wallets of our customers by delivering extraordinary customer care at the right margins.

Easy.

I make it **easy** for our customers to do business with us.

- I listen well.
- I communicate knowledgeably, clearly and correctly.
- I am part of a seamless American Express team working for the benefit of the customer.

Recognize.

I **recognize** our customers.

- I take pride in what I do and show my enthusiasm to my customer.
- I care about my customers and connect with them.
- I acknowledge my customers' relationships with American Express and demonstrate that I know their interactions.
- I express personal concern for any lapse in service, real or perceived.

Solve.

I **solve** our customers' problems, even if the rules don't offer clear resolution.

- I own my customers' problems and see them through to resolution.
- I speak up on behalf of my customers when rules and policies don't make sense.
- I explain why.