**ICMI Book Club Discussion Guide: *More is More* by Blake Morgan**

**1. What’s one of our current processes/policies that makes our job easier, but may be complicating the customer experience?**

**2. The CEO of Airbnb rents his own apartment out to customers. What are some ways we could do a better job of walking in our customer’s shoes on a regular basis?**

**3. What assumptions are we making about our customers? How could we use data to make more informed decisions?**

**4. What are some of the most inconvenient aspects of service in our industry? How can we make service more convenient and differentiate ourselves from the competition?**

**5. What are some ways we can do a better job of encouraging our agents to provide candid feedback about their day-to-day challenges?**

**6. Dream big! If money weren’t an issue, what changes would you make to the design of our contact center office space? Why? (Remember the Airbnb office example?!)**

**7. How can we be more socially responsible? What’s one new way we could give back to the local community we serve?**

**8. What are the traits we should seek when hiring employees to serve our customers?**

**9. What was your favorite quote, stat, or take away from the book?**