

# MAGIC<sup>®</sup> WORD of the WEEK



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## INTEGRITY

in·teg·ri·ty (ĭn-tĕg'rĭ-tē) *n.*

### Definition:

1. Steadfast adherence to a strict moral or ethical code.
2. The state of being unimpaired; soundness.
3. The quality or condition of being whole or undivided; completeness.

[Middle English integrite, from Old French, from Latin integritās, soundness, from integer, whole, complete.]

### Putting the MAGIC Word into Practice:

*An associate who provides service with great **integrity** is concerned about doing the right thing, and “doing it right.” When we “do the right thing,” we attend to the customer as a person. We use their name, listen to their concerns and feelings, and acknowledge what they are experiencing and what it means to them. (MAGIC Points 5, 6 and 7) We also commit to taking action, being proactive in offering options, and helping the customer get closer to a solution. (MAGIC Points 23 and 32)*

*Acting from a place of **integrity** also means paying attention to the little things. It means greeting the customer with a smile in our eyes and frequent “please’s and thank you’s.” (MAGIC Point 11). It also means delivering the most accurate information and going the extra mile to serve them.*

*Where is your opportunity to express **integrity** in every customer interaction? Is it in “doing the right thing,” or in “doing it right”? How could you respond with such **integrity** that everyone you interact with wants to have another contact with you? What would a MAGIC standard of **integrity** look like for you?*

### Translations:

French: (*n.*) intégrité, probité, honnêteté

Spanish: (*n.*) integridad, honradez, rectitud

German: (*n.*)- Integrität, Redlichkeit, Ganzheit, Unversehrtheit

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