

Evaluating The Service We Provide

Answer the following 20 questions and see where your true strength lies when dealing with customers and where you may need to focus your energy for improvement.

1.	Is customer service included within your company's Position Descriptions (as part of Key Performance Indicators)?	Yes	No
2.	Is customer service included within your company's mission statement and/or company philosophies?	Yes	No
3.	Is there a clear system/protocol for customer feedback - both positive and negative (clearly communicated to staff and customers)?	Yes	No
4.	Is there a clear system/protocol for following up and actioning customer feedback - ability to address the issues raised (clearly communicated to staff and customers)?	Yes	No
5.	Are customer service abilities and experience part of your recruitment assessment process?	Yes	No
6.	Is there any customer service training during new staff induction/orientation?	Yes	No
7.	Is there current and up to date customer service training available for all staff (new and established)?	Yes	No
8.	Is there a reward and recognition program/protocol for champions of customer service?	Yes	No
9.	Are there any tools or systems in place to measure (qualitative and quantitative) customer service incentives and targets?	Yes	No
10.	Is there a system/protocol for continuous customer service improvement measures?	Yes	No
11.	Are there consistent customer service standards throughout the organisation (throughout all departments, divisions and staff)?	Yes	No
12.	Have you recently attended a customer service focused training/development session (within the last 12 months)?	Yes	No

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13.	Has your immediate manager/supervisor recently attended a customer service focused training/development session (within the last 12 months)?	Yes	No
14.	Have you implemented and/or assisted in any new customer service initiatives for your department/organisation (within the last 12 months)?	Yes	No
15.	Are you confident in dealing with difficult and/or upset customers?	Yes	No
16.	Are you confident in dealing with staff that are not meeting current customer service standards?	Yes	No
17.	Do you believe that your department and/or organisation excels at customer service (all levels)?	Yes	No
18.	Would you describe the interdepartmental relationships within your organisation as overall positive?	Yes	No
19.	Are the majority of your staff 'multi-skilled' with good product and/or service knowledge?	Yes	No
20.	Would you describe the people in your organisation as overall friendly, positive and courteous?	Yes	No

Assessment:

Count the number of times you answered 'Yes' and apply your results to the assessment table below.

1-5	Poor
6-10	Average
11-15	Above Average
16-20	Excellent

This evaluation is designed as a continual process, assisting you to better understand the level of customer service your department and organisation are achieving.