


Customer Service Assessment

Answer the following questions by using the following ranking scale. Record your responses in the appropriate column as indicated.

1 = Is not at all descriptive of us; 2 = Is somewhat descriptive of us; 3 = We do okay in this aspect; 4 = Describes us very well; 5 = Is an area of competitive advantage for us

Customer Service	To what extent ...	Rank Your Answer 1 - 5
1	Is service a competitive advantage for your company?	
2	Does your organization know why customers choose you -- and why they leave?	
3	Do you measure response time and satisfaction to customer inquiries, concerns, suggestions, and complaints?	
4	Are staff cross-trained and given training on customer focus issues?	
5	Do employees have access to customer feedback?	
Team Building	To what extent ...	Rank Your Answer 1 - 5
6	Are other departments treated like valued customers?	
7	Are customer complaints, requests, praise, questions, and trends documented and shared throughout the company?	
8	Does your department track the satisfaction of internal customers and act to meet their needs?	
9	Are staff reinforced for exceeding customer expectations -- including internal customers?	
10	Are those who work directly with customers empowered to make decisions to satisfy customers?	
Communications	To what extent ...	Rank Your Answer 1 - 5
11	Does the organization, on a whole, possess the skills to communicate effectively with customers -- internal and external?	
12	Do you feel you can ask for customer complaints and handle them effectively?	

13	Are staff regularly asked for input on quality and service -- and are they involved in solving problems?	
14	Do you ask other departments how your department is doing?	
15	Is it quick <i>and</i> easy for a customer to communicate with you?	
Total Assessment Score ...		
 <i>On-Site and On-Line Training Solutions</i> <small>divisions of PARK University Enterprises Inc.</small>		

How did you rate overall?

60 – 75 points: Great job! Your organization is on the road to success and high performance!

45 - 59 points: The good news is that there's room to improve and get a jump on your competition.

15 - 44 points: Take action now! Get others involved too – before it's too late!

Your Objective: Target any item that you rated a three (3) or less. Create an action plan for boosting all items to a four or five. Determine who else needs to be involved and what resources are required.

Visit our Web site – www.pryor.com – for great tips and techniques you can implement immediately in your organization! We've created 3 handy posters to help you communicate tips that will improve the 3 key areas vital to your success: **Customer Service, Communications, and Team Building**. Post them in common areas for all your staff members to view – it's a great way to raise awareness in your entire organization!

If you're ready to supercharge your staff's customer focus, please call for a **free consultation**. We're poised to serve you and help you get the best information quickly and professionally.

1-800-944-8503