

Customer Service Self-Test

Are You a Customer-Driven Agency?

For each of the following statements, rate how well your agency satisfies the condition. Use the following scale:

1—Are you kidding? 2—Hardly ever 3—Sometimes 4—Usually 5—Always

Our Culture

- _____ 1. We're committed to do whatever it takes to create satisfied customers.
- _____ 2. We try to do things "right the first time."
- _____ 3. Owners provide the leadership and example that customer service is important.
- _____ 4. Serving our customer's needs takes priority over meeting our internal needs.
- _____ % *(TOTAL SCORE divided by 20)*

Customer Alignment

- _____ 1. We treat our customers like partners.
- _____ 2. In our marketing efforts, we don't promise what we can't deliver.
- _____ 3. We know the features and benefits that are most important to our customers.
- _____ 4. We design new products/services based on information provided by our customers.
- _____ % *(TOTAL SCORE divided by 20)*

Error Reduction

- _____ 1. We review customer complaints.
- _____ 2. We constantly ask our customers for feedback.
- _____ 3. We regularly look for ways to eliminate errors based on customer input.
- _____ % *(TOTAL SCORE divided by 15)*

Using Customer Information

- _____ 1. We've determined what our customers expect from us.
- _____ 2. We frequently interact with our customers.
- _____ 3. The entire organization knows what is important to our customers.
- _____ % *(TOTAL SCORE divided by 15)*

Customer Outreach

- _____ 1. We make it easy for our customers to deal with us.
- _____ 2. We aim to solve all customer complaints.
- _____ 3. We encourage "wowing the customer."
- _____ % *(TOTAL SCORE divided by 15)*

Qualified & Empowered Staff

- _____ 1. Employees are respected and treated with respect and appreciation.
- _____ 2. All employees have a good understanding of our products and services.
- _____ 3. All employees have the right tools, skills and training to perform their jobs well.
- _____ 4. All employees are encouraged to resolve customer issues.
- _____ 5. All employees feel that customer satisfaction is a responsibility of their job.
- _____ % *(TOTAL SCORE divided by 25)*

Improving Products, Service & Processes

- _____ 1. We constantly work to improve our processes and products.
- _____ 2. We network with other groups to learn from their strengths and weaknesses.
- _____ 3. When problems are identified, we quickly try to resolve them.
- _____ % *(TOTAL SCORE divided by 15)*

Now evaluate how well your agency focuses on customer satisfaction. Note the areas where you score high and those where you are low. The low scores will suggest opportunities for improvement. List three areas where you feel you need to make immediate improvement:

1. _____
2. _____
3. _____

Source: Entrepreneurial Edge Magazine (<http://www.edgeonline.com>), adapted from Forum Corporation's Self-Test for a Customer-Driven Company. Reprinted with permission.