

EMPLOYEE CUSTOMER SATISFACTION PRACTICES SELF-ASSESSMENT

Rate yourself on a scale of 1 (lowest or least extent) to 10 (highest or most extent) for the following questions.

Calculate an average score for each Value of Excellence category

Calculate your overall mean score and compare it with your influence on The Customer Satisfaction Behavior Curve

Use this review in relation to *one specific job/business you work at.*

QUALITY

- 1) You are fully trained on all details of the products/services line.
1 2 3 4 5 6 7 8 9 10
- 2) You are among the best at what you do compared with your peers in your industry.
1 2 3 4 5 6 7 8 9 10
- 3) You consistently deliver products and services error free/right the first time.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for your category mean score _____

VALUE

- 4) You can represent your product/services line as a good value to the customer.
1 2 3 4 5 6 7 8 9 10
- 5) You can present your products/services line as a good value compared with competitors.
1 2 3 4 5 6 7 8 9 10
- 6) You are knowledgeable and prepared to offer all incentives and enticements available (coupons, loyalty cards, happy hour pricing, volume discounts etc.) in your product/services line.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score _____

EFFICIENCY

- 7) You focus on smooth and efficient processes for rapid fulfillment of customer needs.
1 2 3 4 5 6 7 8 9 10
- 8) You work to help eliminate waste, rework, redundancy or unnecessary decision points.
1 2 3 4 5 6 7 8 9 10
- 9) You work with other team members to continuously improve systems and processes.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score _____

TIMELINESS

10) You respond to customer needs in minimum time possible.

1 2 3 4 5 6 7 8 9 10

11) You always deliver early or on time.

1 2 3 4 5 6 7 8 9 10

12) If necessary, you take all the time the customer requires when needed to insure their satisfaction.

1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score_____

CONNECTION

13) You can share with customers all details about the business including hours, directions, parking, telephone and online connections.

1 2 3 4 5 6 7 8 9 10

14) You make yourself easily available to communicate with customers on the job.

1 2 3 4 5 6 7 8 9 10

15) You connect well with all groups and persons who come to your business.

1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score_____

SELF MANAGEMENT

16) You maintain a professional image and appearance according to the standards of your industry.

1 2 3 4 5 6 7 8 9 10

17) You have a consistently courteous, positive and enthusiastic attitude.

1 2 3 4 5 6 7 8 9 10

18) You exhibit an attitude of service.

1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score_____

ENVIRONMENT

19) You help maintain a clean and well-organized office/plant/store environment.

1 2 3 4 5 6 7 8 9 10

20) You help maintain a physically and psychologically safe environment for customers.

1 2 3 4 5 6 7 8 9 10

21) You create a warm and welcoming atmosphere for customers.

1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score_____

TEAMWORK

- 22) You collaborate well with other departments in the organization to meet customer needs.
1 2 3 4 5 6 7 8 9 10
- 23) You help promote an internal culture of teamwork.
1 2 3 4 5 6 7 8 9 10
- 24) You and your team members produce excellent work together.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score _____

COMMITMENT

- 25) You work hard to demonstrate that you have the customer's best interests in mind.
1 2 3 4 5 6 7 8 9 10
- 26) You provide all information and transaction details up front to the customer.
1 2 3 4 5 6 7 8 9 10
- 27) You immediately take responsibility and corrective action when customer outcomes are not achieved.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score _____

INNOVATION

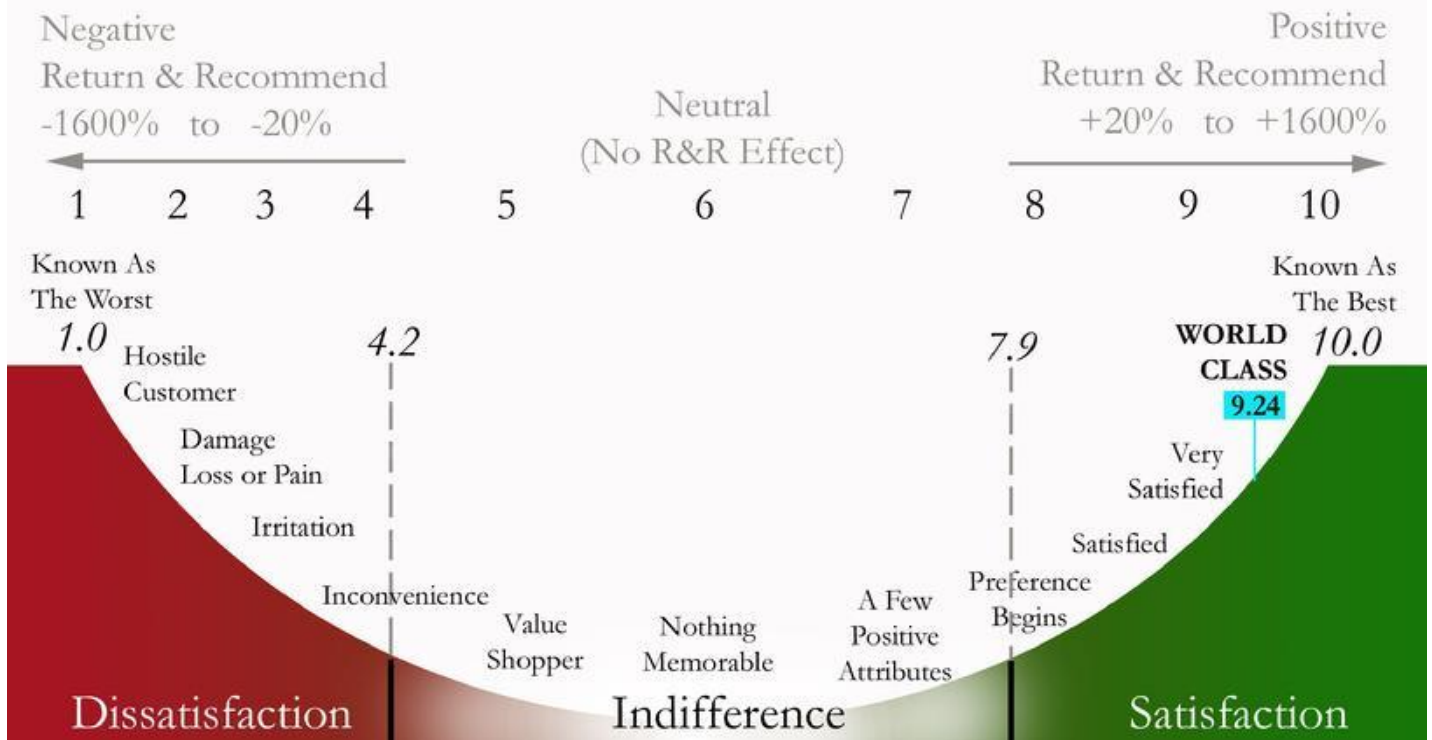
- 28) You help keep a focus on improvement and utilizing industry best practices.
1 2 3 4 5 6 7 8 9 10
- 29) You help solicit improvement ideas from customers.
1 2 3 4 5 6 7 8 9 10
- 30) You keep an eye on competitors and what they are doing well.
1 2 3 4 5 6 7 8 9 10

Add together scores and divide by 3 for the category mean score _____

ADD TOGETHER CATEGORY MEAN SCORES AND DIVIDE BY 10 FOR THE OVERALL MEAN SCORE: _____

The Customer Satisfaction Behavior Curve

(Overall Satisfaction Rating 1 to 10)



Plot your Overall Mean Score with a vertical line on this chart to help understand how your Customer Satisfaction Practices might be influencing Customer behavior in terms of Customer Return & Recommend Rate.

Identify which specific areas might be bringing your overall score down and conversely, what areas are your strongest positive influence on the customer experience.

Make a commitment now, to improve in areas needed most as well as continuing to build on your biggest strengths.

Share some highlights of this Self-Assessment with your Employer
on the **Employee Customer Satisfaction Course Report**