



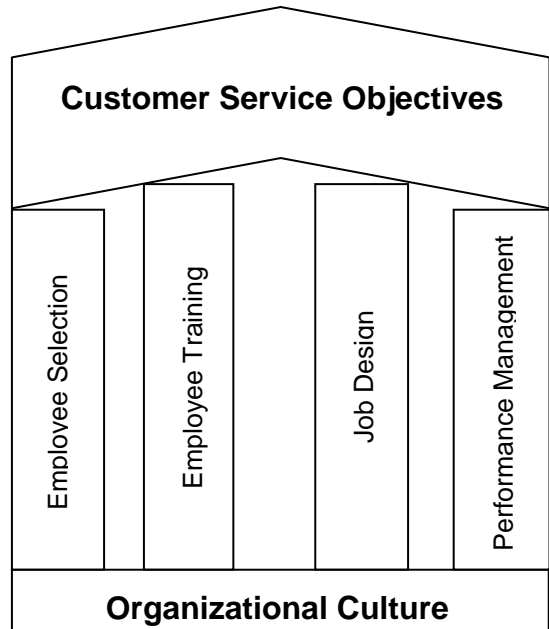
Customer Service Assessment

Overview

There is a critical link between your organization's culture and five key factors that contribute to customer service:

- ✓ Customer Service Objectives
- ✓ Employee Selection
- ✓ Training
- ✓ Job Design
- ✓ Performance Management

These factors, when properly aligned, can allow your organization to consistently deliver outstanding customer service. The "Alignment Check" below is a simple self-assessment that helps you evaluate whether opportunities exist to improve customer service.



Customer Service Alignment Check

Please read the five statements below and rate your organization on a scale of 1 (lowest) to 5 (highest).

1. Our organization has clearly defined customer service objectives that all employees are well aware of.
2. We consistently hire employees who possess the necessary skills for the job and are a good fit with our organizational culture.
3. Employees are given sufficient training to teach them how to serve our customers at the highest level.
4. Employee roles, responsibilities, and expectations are clearly defined and linked with customer service objectives.
5. Employees are routinely given feedback (both formally and informally) and are held accountable for their performance.

Rating (1 – 5)
Total Score

KEY

Total Score	Result
20 - 25	Congratulations! You are aligned!
13 - 19	Partial alignment. Some areas for improvement.
< 12	Out of alignment. Your organization may be in danger of losing customers due to poor service.