

If you simply give lip service to your customer service effort, you are bound to fail. The entire culture of an organization must be pointed toward the final goal of service excellence. Take this quiz to see how your culture rates.

RATE YOUR CULTURE – QUIZ

One of the first steps in creating a culture of quality customer service is to rate how far along in the process you already are. Use the following checklist to see how well you are on focusing on your customer and the quality of service you provide. It will help you pinpoint some areas for improvement.

Rate each statement: 1 = Never; 2 = Sometimes; 3 = Always.

- _____ We have several methods in place to listen to our customers. We can determine our customers' wants, needs and expectations by the use of a customer feedback system for both internal and external customers.
- _____ We have a clearly defined service strategy and each employee understands how they make it happen in their particular job.
- _____ We concentrate on exceptional customer care, rather than cost-cutting, to increase earnings and profits.
- _____ We examine all moments of customer contact to ensure a positive experience.
- _____ We place close attention to the cleanliness, attractiveness and appearance of any part of our business that the customer sees.
- _____ We evaluate our policies, procedures and systems for serving customers to make sure they are enabling all our employees to give the best service.
- _____ One of our hiring criteria is that applicants be customer-focused.
- _____ Our employees are well-trained in both the technical and interpersonal parts of their jobs.
- _____ Employee orientation and training includes learning the company's service strategy and ways to deliver high quality service.
- _____ We hold regular staff meetings to get input from the customer service front line.

- _____ Managers and supervisors model high quality service skills at all times.
- _____ We have a high-profile measurement and reward system for those who show excellent customer service.
- _____ The company's executives demonstrate their commitment to high quality service and spend time with customers to get their views.
- _____ We tie our compensation system to the quality of service delivered – from the top down.

So how did you score? (Had you answered “Always” to every question, you would have 42 points.) Target the areas where you answered “Sometimes” or “Never” for a closer look. All of the elements mentioned above are an important part of achieving superior customer service and using it as your competitive edge.

Source: “Customer Service: The Key To Your Competitive Edge by Peggy Morrow
©Peggy Morrow

Contact peggy@peggymorrow.com for more information