

Customer Service Self Assessment Questionnaire

1. We have a company policy on how we acknowledge and greet our customers. Yes No

2. We have a clear vision of what we want the customer experience to look like. Yes No

3. We talk about how to delight our customers at our staff meetings and action them. Yes No

4. Our company culture is customer-focused. Yes No

5. We know what our customers' expectations are. Yes No

6 We know how to satisfy our customer's needs and wants. Yes No

7. We have a set of customer care standards. Yes No

8.We measure our performance against those standards. Yes No

9. We know why we lose customers. Yes No

10. We have a "recovery strategy" for dealing with customer complaints. Yes No

11.Our company has a good positive image in the community. Yes No

12. We have a strategy for keeping our customers coming back. Yes No

13. We have a loyalty system in place for our customers. Yes No

14. All team members display a positive care attitude. Yes No

15.We have regular on-going training in Customer Service Skills. Yes No

Areas of concern:

- 1.
- 2.
- 3.
- 4.
- 5.

Have you answered NO to any of these questions?

Action Plan:

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