

20 Question Checklist for Improving Customer Service

Here is a checklist to assess any gaps in your organisation's customer service procedures. Please tick the box if you can answer 'Yes' to the question. You can then begin to address any gaps that become apparent.

1.	Have we clarified all the standards that we expect from our employees and do we all agree on these as a management team?	
2.	Do we train employees in customer care and standards expected of them as part of their induction?	
3.	Do we run refresher sessions periodically on customer care for all employees?	
4.	Are we planning to include <i>all</i> employees who can impact on customer care provided?	
5.	Are we doing all we can to provide good standards of <i>employee care</i> ?	
6.	Do employees currently appreciate the importance of ' <i>internal customer care</i> '?	
7.	Do we give <i>all</i> employees the opportunity to put forward practical suggestions about how they feel customer care could be improved?	
8.	Do we measure customer satisfaction levels on a regular basis with feedback from typical customers?	
9.	Do we use a Mystery Customer Scheme to provide feedback?	
10.	Do we take action where possible on customer suggestions/common complaints?	
11.	Do we keep employees informed about customer satisfaction and action being taken to improve it?	
12.	Do we reward employees who provide ' <i>that little bit extra</i> ' for excellent customer care?	
13.	Do we as a management team all 'lead by example' where exemplary customer care is concerned?	
14.	Have we planned how to evaluate the customer care training? E.g. will we speak to each employee on a ' <i>one to one</i> ' basis to agree what they will try to improve?	
15.	Will we make customer care/satisfaction a regular agenda item at future meetings?	
16.	Do managers have regular opportunities to experience customer facing roles?	
17.	Do representatives of the organisation visit other organisations on a regular basis to gain ideas on how to improve customer care?	
18.	Do we recruit employees partly on the basis of their attitude towards customers or skills in customer care?	
19.	Do we celebrate successes with customers and communicate these to all employees?	
20.	Do we really build all our system/ideas around what is most likely to satisfy the customer, (or what is easiest for us?)	