

YOUR CUSTOMER SATISFACTION PROCESS

Rate the degree to which you agree with each statement.

		No	Seldom	Often	Yes
1	Is your organization focused on customer service improvement?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	Is your organization's vision of ideal customer service clearly defined?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	Does your company have a formal process for improving customer service?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	Has your organization calculated the cost of losing a client?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	Are the employees in your organization clear about who their internal and external customers are?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	Does your organization measure customer satisfaction?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	Does your organization inspect customer service processes?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	Are customer-facing employees free to take action to resolve a negative customer experience?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	Does your organization use any strategies to improve customer satisfaction?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	Does your organization engage in regular training to improve customer service?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What are the current vital few customer improvement issues your organization must address?

What would have to happen in the next 90 days for you to feel like you're making positive progress with your customer satisfaction process?

Overall, how satisfied are you with your own customer satisfaction process?

Very Dissatisfied 0 1 2 3 4 5 6 7 8 9 10 Very Satisfied