



CUSTOMER SERVICE QUALITIES

SELF-ASSESSMENT

Listed below are behaviors associated with providing exceptional customer service. Please consider your own attitudes and behaviors at work, and circle the response that represents the way you **typically** perform your job. Be honest! This exercise is for your benefit.

When serving customers...						
		NEVER	RARELY	SOMETIMES	USUALLY	ALWAYS
1.	I make eye contact with customers.	1	2	3	4	5
2.	I use the customer's name if I know it, and try to learn names I don't know.	1	2	3	4	5
3.	I listen carefully when customers speak, and watch for signs that a customer may need something.	1	2	3	4	5
4.	I try to customize the service I provide to best meet each customer's unique needs and preferences.	1	2	3	4	5
5.	I use good manners, and remember to say, "please" and "thank you."	1	2	3	4	5
6.	I convey friendliness and appreciation.	1	2	3	4	5
7.	I demonstrate patience and kindness, even when a customer is unreasonable.	1	2	3	4	5
8.	I smile and convey warmth.	1	2	3	4	5
9.	I look for ways to exceed customer expectations.	1	2	3	4	5
10.	I offer to help my co-workers serve customers.	1	2	3	4	5

When serving customers...						
		NEVER	RARELY	SOMETIMES	USUALLY	ALWAYS
11.	I stay very busy in service of customers.	1	2	3	4	5
12.	I welcome challenging requests from customers.	1	2	3	4	5
13.	I share my passion for serving customers with others at work.	1	2	3	4	5
14.	I provide customer service that reflects my own personal style.	1	2	3	4	5
15.	I communicate with customers in a sincere manner.	1	2	3	4	5
16.	I appropriately share information about myself with customers.	1	2	3	4	5
17.	I demonstrate knowledge and expertise when serving customers.	1	2	3	4	5
18.	I stay abreast of new information pertaining to my job and our organization.	1	2	3	4	5
19.	I am careful to observe all policies, laws and pertinent regulations.	1	2	3	4	5
20.	I call in experts when customers need additional information or help.	1	2	3	4	5
21.	I avoid talking negatively about customers, even when they aren't around.	1	2	3	4	5

After reviewing your results, complete the following.

The service behavior I would most like to improve is:

Some specific things I can do to help myself make this improvement are:

1.

2.

3.
