

Company Perspective on Serving the Customer

Please answer each question as YOU WOULD LIKE YOUR EMPLOYEES to respond. These responses will help define your company's standard on service to the customer. Please check **Yes** if you think that the statement is true or correct, or **No** if you think that the statement is false or incorrect. The **X** indicates the Perspective typical of other companies. You can select the answer that is best suited for you organization.

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| 1. Yes <input type="checkbox"/> No <input type="checkbox"/> | All of a customer's concerns are important; never dissuade them from asking questions. |
| 2. Yes <input type="checkbox"/> No <input type="checkbox"/> | All customers should be treated the same; no customer is more important than any other. |
| 3. Yes <input type="checkbox"/> No <input type="checkbox"/> | Certain technical questions should be referred to an internal expert or supervisor. |
| 4. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers don't care how many people they have to talk to as long as they get the answers they need. |
| 5. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers don't care whether I refer to them by name, as long as they receive good service. |
| 6. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers don't like to be asked a lot of questions. |
| 7. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers expect me to be friendly no matter how busy I am. |
| 8. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers should be just as comfortable dealing with me as with any of my co-workers. |
| 9. Yes <input type="checkbox"/> No <input type="checkbox"/> | Customers should expect more attention and better service as they continue to do business with me. |
| 10. Yes <input type="checkbox"/> No <input type="checkbox"/> | Developing rapport with a customer is a good way to hear what else they may need. |
| 11. Yes <input type="checkbox"/> No <input type="checkbox"/> | I should follow up with customers to see that they are satisfied with the service I gave them. |
| 12. Yes <input type="checkbox"/> No <input type="checkbox"/> | I can't solve all of a customer's problems; some concerns have to be referred to others or left alone. |
| 13. Yes <input type="checkbox"/> No <input type="checkbox"/> | If a customer wants to chat, I should let them. |
| 14. Yes <input type="checkbox"/> No <input type="checkbox"/> | If I hear a customer speaking badly about our business, I should defend the company. |
| 15. Yes <input type="checkbox"/> No <input type="checkbox"/> | If our product is high quality, customers will come back even if my service is below average. |
| 16. Yes <input type="checkbox"/> No <input type="checkbox"/> | In order to keep customers happy, I may need to say something that isn't entirely true. |
| 17. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is better to serve as many customers as possible than to spend extra time with each individual customer. |
| 18. Yes <input type="checkbox"/> No <input type="checkbox"/> | I should wait until several people complain about a problem before trying to correct its cause. |
| 19. Yes <input type="checkbox"/> No <input type="checkbox"/> | I should make decisions promptly when talking to a customer, rather than going to my manager for advice. |
| 20. Yes <input type="checkbox"/> No <input type="checkbox"/> | I should give customers what they ask for even if I don't think it will be right for them in the long run. |
| 21. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is important to track how long I spend with each customer to help decrease wasted time. |
| 22. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is more important to attract new customers than to maintain the ones we currently have. |
| 23. Yes <input type="checkbox"/> No <input type="checkbox"/> | It is often possible to satisfy a customer by explaining why he or she is wrong. |

24. Yes No

It is often useful to ask a question or two before letting the customer go; sometimes they have another need to fulfill.

25. Yes No

It is the duty of the customer to have all information ready when they contact us; we don't have enough time to walk them through the basics.

26. Yes No

It isn't necessary to suggest complementary services or products; customers know what they want when they contact us.

27. Yes No

It's a good feeling when I can help a customer by realizing something else they need.

28. Yes No

Length of customer contact time is less important than doing what is required to satisfy them.

29. Yes No

Departmental policies are less important than what I think is best for the customer.

30. Yes No

My job is to fulfill the customer's request, even if I don't understand it; I shouldn't waste their time asking questions.

31. Yes No

I should never give a customer any reason to think that I don't know something about my job.

32. Yes No

Once I have a customer's requests fulfilled, I immediately help the next customer waiting.

33. Yes No

One of the ways I should offer great service is to help in ways customers did not request.

34. Yes No

Resolving customers' concerns should start and stop with me.

35. Yes No

Service is enhanced when I have complete authority to act on the customer's behalf.

36. Yes No

Serving customers quickly should be the most important thing to do.

37. Yes No

Some customers simply cannot be satisfied.

38. Yes No

Sometimes disagreeing with a customer will lead to better results for all concerned.

39. Yes No

Sometimes I hesitate to let customers know about other products and services since their time is valuable and shouldn't be wasted.

40. Yes No

The more I know about our products and services, the more my customers will trust me.

41. Yes No

There are times when I should have a supervisor speak to the customer.

42. Yes No

Using a supervisor to help with a difficult client is a sign of weakness.

43. Yes No

When a customer asks to speak to the supervisor, the customer relationship can't be salvaged.

44. Yes No

When a customer tells me that I am wrong, I should defend my opinion.

45. Yes No

When calling my supervisor for help, I don't need to let the customer know what's going on.

46. Yes No

If a conversation with a customer is going too long, I should find the most expedient way to break free; others need my attention too.

47. Yes No

If my supervisor helps me with a customer, I should discuss how the customer was handled so I can learn from the situation.

48. Yes No

Once their initial request is handled, I should ask the customer if there's anything else I can do.

49. Yes No

With customers who can't be satisfied by my service, there's no point in finding someone else to address their needs.

50. Yes No

Solving a customer's problem in a professional manner should be more important than sympathizing with their personal situation.