

## Customer Service Checklist

Most organizations are in the business of satisfying customers. As an employee, much of your job responsibility—whether directly or indirectly—will be making customers happy. This is especially important for workers who deal with the public directly, either face to face or over the phone. Studies have found that customers are willing to drive farther, wait longer, and pay more for good service.

Use the following checklist to rate your customer service skills. Make a note of those boxes you don't check.

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|---|---|
| <input type="checkbox"/> I always greet customers with a smile.   | <input type="checkbox"/> I respond to customer e-mails in a timely manner.                          |
| <input type="checkbox"/> I answer phone calls cheerfully and promptly.                                  | <input type="checkbox"/> I don't get angry with customers.  |
| <input type="checkbox"/> I respond to customer questions as soon as possible.                           | <input type="checkbox"/> I try to make the customer feel good about the buying experience.          |
| <input type="checkbox"/> I regularly ask customers if they need any help.                               | <input type="checkbox"/> I give customers my full attention.  |
| <input type="checkbox"/> I know as much as I can about the products or services my organization offers. | <input type="checkbox"/> I take clear and accurate phone messages.                                  |
| <input type="checkbox"/> I listen politely to customer comments, questions, and complaints.             | <input type="checkbox"/> I ask my supervisor for help if a customer is angry or threatening.        |
| <input type="checkbox"/> I don't make customers wait on hold for long periods.                          | <input type="checkbox"/> I share ideas for how to improve customer satisfaction with my supervisor. |
|   | <input type="checkbox"/> I follow up to ensure customers are satisfied.                             |

In the spaces below, list three customer service skills you could improve on:

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