



Interpreting Your Service Score

0 – 34 Customer service is random

Where you are: A score in this range indicates that the customer service *experience is still random*. It all depends on the particular service rep a customer talks to, or the time of day the customer calls, or the location he or she visits. Service might be excellent in some cases and awful in others. There is little consistency or intentionality to the customer experience and often little attention paid to customer expectations and perceptions. In this range, customer satisfaction tends to be low to moderate (with some wide fluctuations) and customers will defect to the competition if given the slightest opportunity.

Suggested next steps: Focus on taking urgent action to create a predictable, consistent customer experience.

- Base service on what customers want. Find out what they expect, identify the opportunities to deliver on those expectations and develop service standards to be sure it happens.
- Develop people's capabilities to deliver consistently good service. Train all who touch the customer in the processes and behaviors that will meet customer expectations.
- Engage leaders as champions. Get buy-in from senior leaders on the importance of customer service, and equip them with the knowledge and tools they need to drive the effort across the organization.