



Service Assessment – Internal  
 In each row check the statement  
 (A, B, C) that best describes your  
 company.

| A  | B   | C   |
|--|---|---|
| 1. Our people are focused mostly on internal processes and policies.   | Our people are passionate about winning the hearts and minds of customers.                                  | Our people take pride in serving customers consistently and well.   |
| 2. Employees have guidelines that help them resolve customer complaints effectively.   | Employees generally need to get their manager involved when a customer complains.                           | Employees at all levels are empowered to use their judgment to make things right for the customer.                      |
| 3. Employees are trained in the technical aspects of their job. How they provide service to customers is pretty much left up to them.                            | Employees are trained to deliver customer service in a uniform manner.                                      | Employees are trained to know what individual customers expect and to meet or exceed those expectations.                |
| 4. Our internal processes and systems help us provide the same level of service to all customers.  | Our internal processes and systems often get in the way of serving customers.                               | Our internal processes and systems enable us to provide an exceptional experience for the customers we choose to serve. |
| 5. Our customers can contact us if they want to give us feedback.  | We gather feedback from customers continuously, using a variety of methods.                                 | We regularly survey our customers on their satisfaction.  |
| 6. Our products and services vary in their quality.  | We ensure that all our products and services are of high quality.   | We frequently develop new products and services that will be appealing and distinctive for our target customers.        |
| 7. Our leaders believe that giving customers a consistently superior experience is the key to the profitable growth of the company.                              | Customer service is only one of many priorities of our leaders.   | Our leaders emphasize the importance of providing consistent, high quality service.                                     |
| 8. Our leaders reward and recognize employees for meeting customer satisfaction goals.   | Our leaders reward and recognize employees for going above and beyond to please customers.                  | Our leaders reward and recognize mainly financial results.  |
| 9. Our leaders provide clear statements of what it means for us to be customer focused.  | Our leaders don't talk very often about customers.  | Our leaders show by their words and actions that serving customers is the most important thing we do.                   |
| 10. Our customers experiences vary, depending on who is serving them, what products or services they are buying, and when and where the transaction takes place. | All of our customers can count on the same kind of service.   | Our customers value the experience we provide, and we often exceed their expectations.                                  |
| 11. We know which specific customer expectations we must meet in order to make out target customers want to repurchase and recommend us.                         | We know what our customers expect of our organization and how we are performing against those expectations. | We know our customer satisfaction scores.   |
| 12. Our service is highly reliable. It is also delivered with assurance, empathy and responsiveness on the part of our CSRs.                                     | Our service is reliable. Customers get what we say they will get.   | Our service is not particularly reliable. Customers don't always get what we have promised them.                        |