

SERVICE: FROM THE OUTSIDE IN TO THE INSIDE OUT

Service delivery systems exist either for the organization's convenience or the customer's. Regardless of the nature of your business, what kind of service experience do your customers typically receive? Pretend you're a stranger. Complete this survey, rating your systems as accurately as you can. Based on your answers, you can determine which area(s) most need improvement.

	yes	no	?	<i>notes</i>
We are conveniently located and easy to find.	—	—	—	
We offer excellent parking for customers/guests.	—	—	—	
Outside and inside, our premises are clean and neat.	—	—	—	
Our lobby/waiting/check in area is pleasant, comfortable.	—	—	—	
Our signage is easy to read and helpful for the unfamiliar.	—	—	—	
Our employees are well groomed and neatly attired.	—	—	—	
We put customer contact first over our paperwork.	—	—	—	
We go out of our way to answer customer's questions.	—	—	—	
Telephone skills in our organization are exceptional.	—	—	—	
Visible work areas are clean, neat, and well organized.	—	—	—	
Customer access areas are pleasant/comfortable.	—	—	—	
We use surveys/focus groups to determine satisfaction.	—	—	—	
Our service systems are designed with customers in mind.	—	—	—	
We continually seek new ways to improve our systems.	—	—	—	
We are quick to smile and acknowledge our customers.	—	—	—	
Our systems support long-term customer satisfaction.	—	—	—	
We regularly discuss ways to improve our service.	—	—	—	
We monitor conversations so customers don't overhear.	—	—	—	
Generally, we receive few customer complaints.	—	—	—	
When we get complaints we accept them graciously.	—	—	—	
We often make improvements based on complaints.	—	—	—	
We promptly follow up on customer requests.	—	—	—	
We have systems to support ongoing "service learning."	—	—	—	
We are all well trained in service with no "weak links."	—	—	—	
We practice courteous "thank yous" and "goodbyes."	—	—	—	
Our employees are happy to assist customers, even when it involves something that lies outside of their area.	—	—	—	
Our managers consistently serve us (the employees) well just as we serve our customers and managers well.	—	—	—	
As an organization we pride ourselves on our consistently exceptional, "extreme" service.	—	—	—	