



Exceptional Customer Service Self-Assessment

Instructions:

Please rate yourself on each statement to reflect your personal performance in each of the following aspects of providing exceptional customer service; Please note that “customers” in these statements includes internal customers, e.g., coworkers.

5 = Excellent

4 = Very good

3 = Fair

2 = Poor

1 = Very poor

1. ____ Being friendly, kind, and respectful to all customers and potential customers (*whether you personally like them or not*)
2. ____ Making a point to notice customers who have not been greeted, and greeting them
3. ____ Listening to customers without interrupting
4. ____ Following through with what you say you will do
5. ____ Promptly returning phone calls and emails
6. ____ Doing your best to fulfill customers' needs/requests
7. ____ Working with a positive attitude
8. ____ Being approachable and easy to get along with
9. ____ Being enjoyable to work with
10. ____ Leaving a bad mood or personal problems at home
11. ____ Jumping in to help out
12. ____ Avoiding a complaining or “that’s not my job” mindset

13. ____ Letting customers know, by your words and actions, that you value them
14. ____ Avoiding a harsh, rushed, or impatient tone of voice
15. ____ Avoiding closed-off or dismissive body language (e.g., arms crossed; no eye contact)
16. ____ Being knowledgeable and trustworthy regarding the work you do
17. ____ Working calmly and effectively with customers to resolve any problems or concerns
18. ____ Working to de-escalate tense situations; Avoiding “adding fuel to the fire”
19. ____ Having a professional appearance (i.e., clean, well-groomed, dressed appropriately)
20. ____ Trying to put yourself in your customers’ shoes, particularly when they are stressed
21. ____ Communicating clearly
22. ____ Taking personal responsibility for answering a customer’s question, or directing them to the right person
23. ____ Saying good things about your organization, its employees, customers, and services
24. ____ Respecting customer differences, e.g., those who value chit-chat vs. those who just want you to get the job done as quickly as possible
25. ____ Having a strong work ethic and working with excellence on a daily basis

Reflection Questions:

- *What are your strongest areas of customer service, according to this assessment?*

- *What areas were your lowest ratings? Do you agree that they are areas you should improve in?*

- *Please set a goal for one area of customer service in which you will focus on improving. Tell what actions you will take to make that happen.*